

Oral Hygiene

NOVEMBER 1957



New York's 1957 Manhattan Office Building, the Headquarters of the United Nations. The Greater New York Annual Dental Meeting will be held in New York City, December 9 to 13.

In this Issue:

HOW TO BE PAID FOR FREE SERVICES

NOW—2-year results re-confirm effectiveness of
CREST—the stannous fluoride dentifrice

**HOW TO
INCREASE HER
BETWEEN-VISIT
PROTECTION
AGAINST DECAY**



Today, when you instruct your patients in home tooth care routine, consider whether your recommendations take modern dental research into account.

Does the dentifrice you prescribe strengthen enamel against decay action? Is its effectiveness established by numerous studies reported in leading dental journals?

Study after study of Crest's effectiveness has been reported in leading dental journals. *All studies showed that Crest reduced dental caries in both children and adults, by an average of approximately 40 per cent.*

Now, still another report¹, published

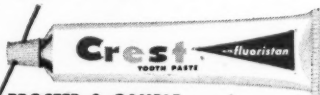
in the August 1957 *Journal of the American Dental Association*, again confirms the pronounced effectiveness of the Crest stannous fluoride formula.

Adults who used only Crest Tooth-paste for 2 full years had 34 per cent fewer new carious lesions than adult users of a control dentifrice.

Make sure that your patients get the between-visit protection from dental caries so clearly shown by Crest's unparalleled clinical record.

Prescribe CREST—the only stannous fluoride toothpaste, and the only dentifrice that actually strengthens enamel against decay!

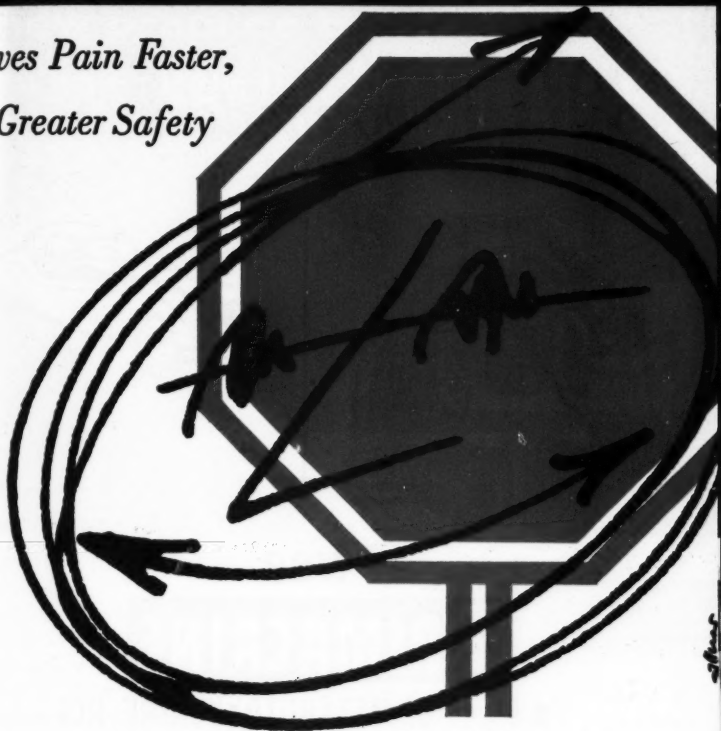
FLUORISTAN is Procter & Gamble's registered trademark for an exclusive combination of stannous fluoride and a fluoride-compatible polishing agent.



PROCTER & GAMBLE
Office, Division of Dental Research
Cincinnati 1, Ohio

¹Muhler, J. C. and Radike, A. W.: Effect of a dentifrice containing stannous fluoride on dental caries in adults. II. Results at the end of two years of unsupervised use. *J.A.D.A.* 55:196 August 1957.

*Relieves Pain Faster,
with Greater Safety*



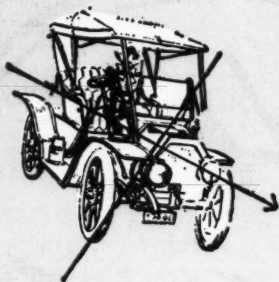
Analgesia should be safe and have few side actions, if any.¹ It is clinically proven that a combination of analgesics is *more effective* and *better tolerated* than equivalent doses of any one used individually.^{2,3} Anacin is such a formulation. Anacin affords maximal relief with minimal side reactions. Anacin does not upset the stomach. Faster-acting, long-lasting, excellent tolerance—this *greater total effect* in pain relief is why more dentists prefer and recommend Anacin than any other analgesic.

always **ANACIN**

for better relation between dentist and patient

References: 1. Album, M. M.: *Dental Digest* 60:246, June 1954. 2. Hammes, E. M., Jr.: *Journal-Lancet* 72-67, 1952. 3. Goodman, Louis S. and Gilman, Alfred: *The Pharmacological Basis of Therapeutics*, second ed., 1955.

...go modern



use

PRIMACAINE

a brand of **METABUTOXYCAINE HCl**



Primacaine HCl (Metabutoxycaine HCl) — the modern local anesthetic — offers the qualities you look for in a local anesthetic...*very rapid anesthesia...great potency...adequate margin of safety...ideal duration...and excellent tolerance by all types of patients.* (Available in 2 concentrations of epinephrine — epinephrine 1:60,000 for general use; and epinephrine 1:125,000 for special cases.)

If you do not use PRIMACAINE HCl routinely, we suggest that you try it and compare in your day-by-day practice. Clinical data on request.

Novocol

CHEMICAL MFG. CO., Inc.—BROOKLYN 7, NEW YORK
Canadian Laboratories, TORONTO 5, ONTARIO

*Primocaine HCl is the registered trade mark of Novocol Chem. Mfg. Co., Inc., designating its product, 2'-diethylamino-ethyl-2-butoxy-3 amino benzoate HCl.

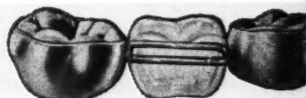
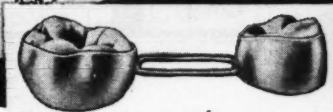
a new practice builder

ADERER

precious metal

SPACE MAINTAINER

KIT



The Aderer Precious Metal Space Maintainer Kit contains everything in one package and with easy-to-follow directions—to make these *preventative practice-building orthodontic appliances*. A simple space maintainer appliance—so much easier to make in precious metal—can many times save a child from future orthodontic needs. What better way is there to start a child off to dentistry and, at the same time, develop parent confidence in your services?

Ask your dealer to show you the Aderer Precious Metal Space Maintainer Kit—complete price only \$48.00.

If you prefer, your regular Laboratory can provide space maintainer appliances. Insist on Precious Metal. Gold solder joints are more secure—less remakes because of breakage; Gold stays cleaner in service—the joints will not get black and corrode. These are just a few reasons why gold is now becoming the material of choice in space maintainers.

ADERER

JULIUS ADERER, INC.

NEW YORK

CHICAGO

Julius Aderer, Inc.
21-25 44th Avenue
Long Island City 1, N. Y.

OH-11

☐ I would like further information and price list on Aderer Precious Metal Space Maintainer Materials.

Dr. _____

Address _____

City _____ State _____

The Publisher's CORNER

By Mass

No. 436



SHORT STUFF

A THOUGHT FOR THE DAY (AND NIGHT)—We often complain because those who are smarter than *we* are, are not smarter than *they* are. Think it over, comrades.

* * *

WHAT MAKES QUIZ PROGRAMS SO POPULAR?—The gigantic (before taxes) dough? No, whatever it is, we millions of onlookers have no chance at a dime of it. What then? The Colosseum complex, that's what it is, brothers (and sisters). The same horrid human hunger to see *somebody else* in one hell of a fix.

* * *

BE KIND TO CUSTOMERS WEEK (THERE IS ONE, ISN'T THERE?)—Couldn't it be tinkered with so as to carry the torch for scared dental patients? There aren't any, you say? Oh dear. That's just the trouble. Nobody knows but the patient and he's too scared to speak up. He has learned by experience to expect a muttering

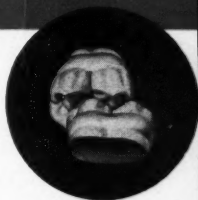
November 1957. Monthly. Oral Hygiene, Inc., 1005 Liberty Ave., Pittsburgh, Pa. Subscription, \$5.00 a year in U.S., Canada and Latin America; \$5.75 elsewhere. Accepted as controlled circulation publication at Rutherford, New Jersey.

YOU CAN ALWAYS BE Specific...

There is a Trubyte Posterior in the occlusal design of your choice, in the material of your choice, to meet your specific denture requirements ...and each of the three occlusal designs—*anatomical, semi-anatomical and flat-plane*—is available in Trubyte Bioform Vacuum Fired Porcelain, Trubyte New Hue Porcelain and Trubyte Biotone Balanced Formula Plastic.

Specifically FOR ANATOMICAL REQUIREMENTS

PILKINGTON-TURNER 30° POSTERiors — Ideal for complete and partial denture work. Designed to meet the anatomical requirements of the mandibular movements of the greatest majority of patients.



Specifically FOR SEMI-ANATOMICAL REQUIREMENTS

TRUBYTE VACUUM FIRED 20° POSTERiors — For complete denture work with all techniques. Their shallow cusps minimize lateral displacement and their modified occlusal surfaces with inter-acting ridges and inter-communicating clearance spaces assure greater efficiency in mastication.



Specifically FOR MECHANICAL (UNIPLANE) REQUIREMENTS

TRUBYTE RATIONAL POSTERiors — Easy to set up; cusplless; with sharp, inter-acting v-shaped ridges which are efficient in the tearing, crushing and grinding of food.



garumph in response to his effort to find out what goes on in his own private mouth. Many dentists are like that? No, but the minority group doesn't do dentistry any good.

* * *

THE CORNER the other day fell heir to the first (1860) volume of *The Dental Cosmos*. It's a fine job of book-making, this 97-year-old book, well printed and well bound. In its 680 pages it presents a wealth of information—an astonishing amount when one considers the status of dentistry 97 years ago. As now, young dentists were warned to keep an eye on the future: "At a period when a number of young and buoyant spirits are just entering upon practice, it is proper and necessary that they should ponder deeply over the character of the life-struggle that lies before them, and the nature and extent of all the duties which a faithful response to the claims of the profession demands of them to discharge." Maybe there will be other opportunities to publish significant bits from the grand old *Cosmos*.

* * *

Small Grandson: "Listen, Grandpa, how would you like to go up to Heaven and walk around and talk to God?"

"That would be grand, my boy!"

"All right then, go out into the driveway and I'll have my daddy run over you with the car."

* * *

THE NEWEST CANDIDATE FOR HONORS in this magazine's informal quest for the oldest practicing dentist, oldest in years and longest in practice. One of our sleuths (R. J. Huff of Johnstown, Pennsylvania) presents Doctor B. A. Wright, Sr. of Latrobe, Pennsylvania—92 years old and still carries on a limited practice.

Proved...

**BY A LONG OUTSTANDING RECORD
OF CLINICAL SUCCESS IN
ANTERIOR AND POSTERIOR FILLINGS**



DIAFIL



DIAFIL is a unique filling material that is being used with outstanding success by many thousands of Dentists. It provides the esthetics, strength and endurance you want for anterior and posterior fillings and for the restoration of broken down bicuspids and molars.

Diafil is not a plastic material. The technique at the chair is extremely simple and quick—entirely satisfactory results are consistent.

If you haven't yet tried Diafil, do so. It's a wonderful material to use and to depend upon.

P. FINGST & COMPANY, INC. • 62 COOPER SQUARE • NEW YORK 3, N. Y.

BUSCH BURS • HORICO DIAMOND ABRASIVES • AJUSTO HANDPIECES • STAINLESS INSTRUMENTS

**A new approach
to high speed dentistry**

**S.S.WHITE
BORDEN
AIROTOR**

**Speeds adjustable from 100,000 to 250,000
R.P.M. with variable air pressures**

ADAPTABLE TO YOUR PRESENT UNIT

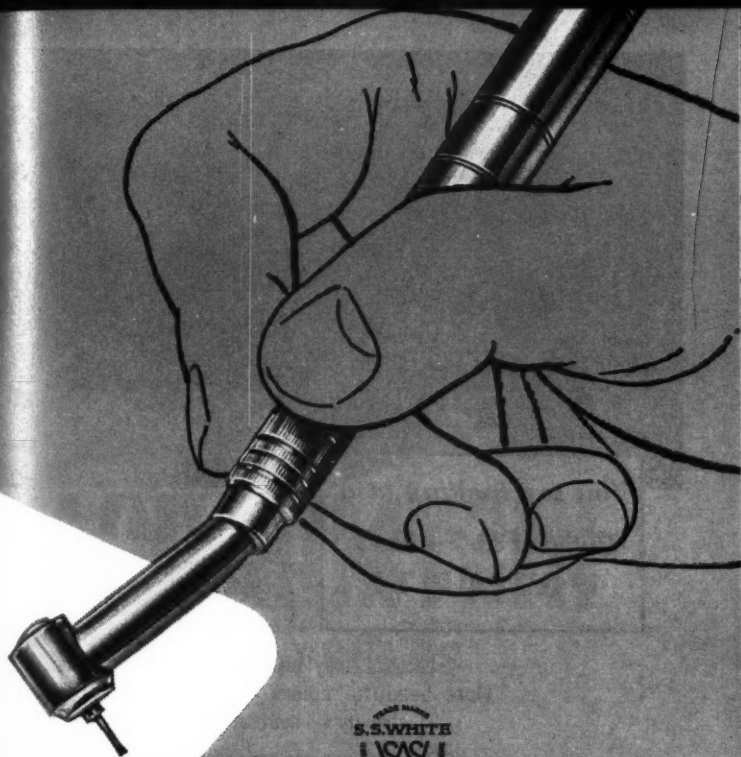
The S. S. White Borden Airtor can also be factory-installed on any new S. S. White unit. Inconspicuous! No gears, belt arm or pulleys.

SAFETY AT HIGH SPEEDS

A truly revolutionary development, the S. S. White Borden Airtor is designed to provide high operating speeds with low torque. Low torque is a definite advantage for maximum safety in cavity preparation at ultra-high speeds. It cuts freely without crawling, spinning, or jumping.

OPERATES FROM AIR LINE

Designed for strain-free control it operates direct from the air-line at 10 to 30 pounds pressure and is completely free of any attachments to the engine arm. The bur speed is governed by the flow of air from the control box. Air flow can be regulated manually, thus enabling selection of the speed desired.



SELF-LUBRICATING

The highest quality lubricating oil is carried through the air-line to all working parts, providing a self-lubricating action which is continuous at any operating speed.

READILY DETACHED FOR STERILIZATION

Exclusive—S. S. White Quick Coupling, for concentric hose carrying water and air, makes it easy to remove handpiece for sterilization.

EASY CONTROL OF WATER SPRAY

Water spray can be regulated at the control box. This permits the selection of the intensity of spray needed.

THE S. S. WHITE DENTAL MFG. CO.
Philadelphia 5, Pa.



You are looking at a

**SATISFIED
PATIENT!**

Tilon

DENTURES satisfy
the dentist and the patient
because they offer more than any other denture.
More beautiful colors — more precise dimensional
stability — more added strength!

TILON dentures are unidirectionally cured and the new
TILON LIGHTONE offers "characterized fibres."



T I C O N I U M

DIVISION OF CONSOLIDATED METAL PRODUCTS CORP.
ALBANY 1, NEW YORK

FREE!

Send for your free copy of the **TILON**
UNIDIRECTIONAL BOOKLET.

NAME _____

STREET _____

CITY _____

STATE _____

new rapid,
dependable
antibiotic action...
orally!

ACHROMYCIN^{*}V

Tetracycline Buffered with Phosphate

(The V denotes phosphate additive)

CAPSULES

Now... for prevention or control of dental infections, you can give your patients the benefits of the world's most widely prescribed antibiotic, ACHROMYCIN Tetracycline, in a new oral form that assures *faster* broad-spectrum therapy.

In this improved capsule form, ACHROMYCIN V provides almost twice the antibiotic absorption in half the time—oral broad-spectrum therapy with speed approaching that of parenteral administration.

REMEMBER THE V WHEN SPECIFYING ACHROMYCIN V

- no increase in cost
- available as 250 mg. capsules
- dosage is 4 capsules per day for the average adult

On your prescription, patients may obtain ACHROMYCIN V CAPSULES from any pharmacy. For office use ACHROMYCIN V CAPSULES may be obtained from your usual source of supply.

ACHROMYCIN V—AN AID TO, NOT A SUBSTITUTE FOR, GOOD DENTISTRY

^{*}Reg. U. S. Pat. Off.

LEDERLE LABORATORIES DIVISION, AMERICAN CYANAMID COMPANY, PEARL RIVER, N. Y.

5TH ANNUAL SESSION OF THE A. D. A. MIAMI—MIAMI BEACH, NOVEMBER 4-7, 1957



Products That Supplement Your Professional Practice ... Increase Your Profitability

These are just two of the "built in" plus factors brought to dentists by the expanded Peter, Strong line.

Here are "four square" products devised, manufactured, and packaged to provide a single source of ideal answers to many professional needs: *Profie* for modern prophylaxis, with selective enzyme action . . . *Topi-Fluor Cream* and accessory items for sodium fluoride

caries control . . . *Laclede Professional Deodorants*, specific formulations to improve office environment and patient-personnel relations.

These versatile products with plus quality, economy, convenience, and safety offer the same high degree of clinically-tested and experience-proved satisfaction many thousands of dentists have come to associate with *Benzodent*, the



Professional Skills... Your Patients' Satisfaction

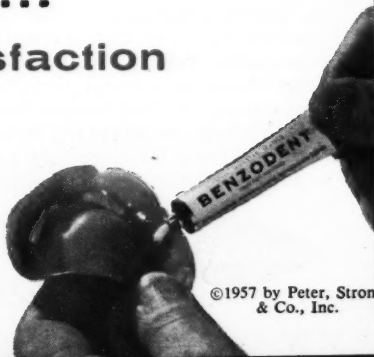
original multi-purpose denture adjustment aid.

Order Peter, Strong quality products from your dental dealer today.



Products of

Peter, Strong & Co., Inc.
New York 16, N.Y.



©1957 by Peter, Strong & Co., Inc.

Automation...in Autoclaving



The Only Autoclave for Doctors' Offices which Sterilizes and Exhausts Completely Automatically

The all new Universal Autoclave, the result of ten years of scientific research and development, meets the most exacting sterilizing requirements for doctors' offices. By simply setting two dials for timing and temperature, the Universal Autoclave operates automatically from timing start through sterilization and exhaust, leaving the nurse free to attend to other important matters with a minimum amount of valuable time taken up by sterilizing. Dressings come out exceptionally free of moisture; no special drying time is required. Close temperature control. Full view light bank indicator. The Universal Autoclave can be left on indefinitely in a stand-by position — always ready for immediate use. Now available at your supply dealer, or write direct for illustrated literature and technical details.



UNIVERSAL STERILIZER CO.

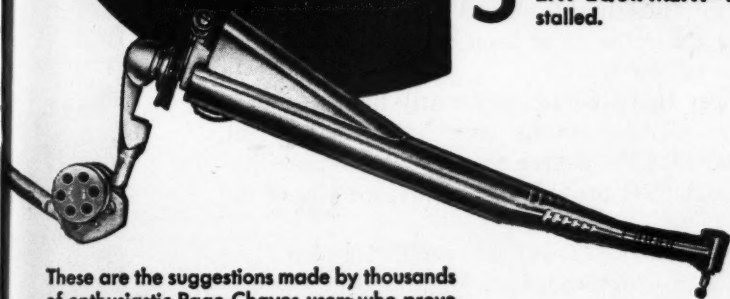
"Sterilizing Is Our Business"

5327 W. 102nd St., Los Angeles 45, California

**When YOU
choose YOUR
HIGH SPEED
HANDPIECE**

**be sure you get
these features:**

- 1 ADEQUATE TORQUE — For
SAFE, EFFICIENT performance
at all operating speeds**
- 2 FOOT RHEOSTAT CONTROLLED
SPEEDS—Which
may be changed while operating.**
- 3 NO DAILY MAINTENANCE
—Sealed in factory lubrication.**
- 4 RESILIENT, REPLACEABLE
BUR CHUCK**
- 5 USEABLE WITH YOUR PRE-
EXISTING EQUIPMENT—Easily
installed.**



These are the suggestions made by thousands of enthusiastic Page-Chayes users who prove in daily practice that this instrument has long since passed the stage of experiment and theory. To repeat an old cliché, we respectfully request that you "ask the man who owns one".

Chayes

DENTAL INSTRUMENT CORP.
460 West 34th Street, New York 1

Scientifically Graded Karaya Gum is used in **FASTEETH**

The most important single factor in the scientifically controlled FASTEETH manufacturing process is the careful selection of the exact grades of gum necessary for the most efficient degree of viscosity and consistency. The makers of FASTEETH will accept no other grades.

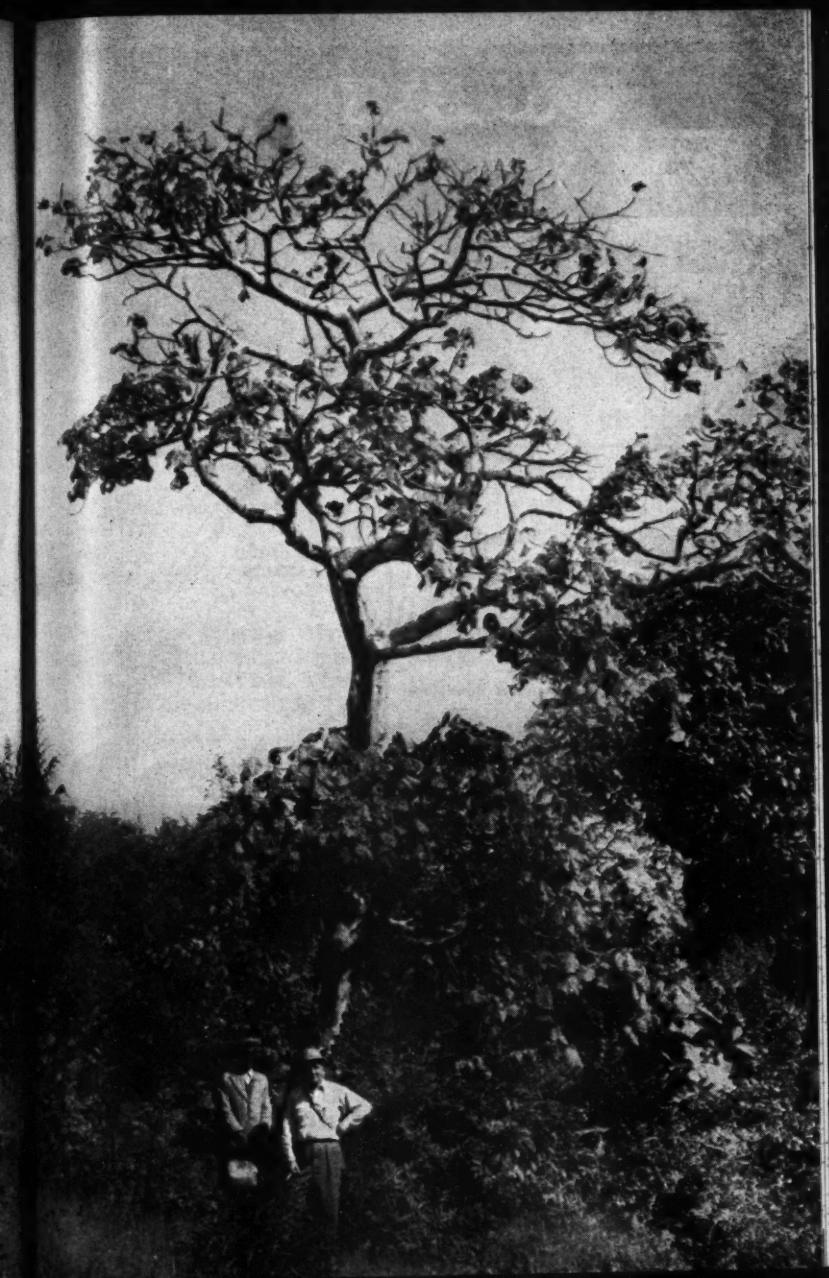
After the FASTEETH ingredients reach our plant, those materials and the finished product are subjected to at least ten distinct tests in our laboratory.

Try this alkaline, pleasantly flavored, denture powder among your patients. We feel sure that the degree of comfort and stability FASTEETH provides will convince you of its efficiency.

FASTEETH is made exclusively by
Clark-Cleveland, Inc., Binghamton, N. Y.



East Indian tree of the genus
Sterculia urens from which
Karaya gum is derived.



NEW!

MODEL
73

Forsedom

HEAVY-DUTY

ALL CORD ENGINE
EXPERTLY ENGINEERED

Features Galore!

CHECK ✓
this Partial List

- ☐ Speeds to 17500 rpm attainable.
- ☐ Extremely low-slung design virtually eliminates accidental upsets when not secured to bench but may be fastened if desired, requiring drilling but a single hole in bench.
- ☐ Insulated cord arm renders handpiece shockproof.
- ☐ NO superfluous wiring since reverse switch is in motor, not base. Motor parts easily accessible.
- ☐ VERSATILE. Converts in seconds to wall or floor model without special tools.
- ☐ Because it's built to last many years will cost you **LESS THAN A NICKEL PER DAY** to have a 73 working for you (maintenance, depreciation and current included).

BUILDING AUXILIARY ENGINES
HAS BEEN OUR BUSINESS
FOR OVER 3½ DECADES

UNDERWRITER'S
LABORATORIES
APPROVED

ONLY
\$72⁷⁵

foot rheostat
included
(with Doriot
Handpiece \$95.50)

Get the complete
story on this and our
most complete line
of other models.
Send for Catalog.—
D14N

SOLD BY LEADING DEALERS EVERYWHERE

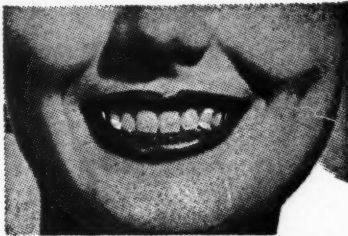
Forsedom

ELECTRIC COMPANY

27 PARK PLACE, Dept. D14N

NEW YORK 7, N.Y.

HOW A SIMPLE TECHNIC GIVES BUDGET DENTURES THE "NATURAL" LOOK . . .



The photos above show how easily recognizable full dentures can be given a more "natural" look with MASEL "Gold-Plastic" Denture Teeth. Now, the restoration has the appearance of a fixed bridge . . . an extra touch that increases patient satisfaction.

MASEL "Gold-Plastic" Denture Teeth are open-face denture crowns with plastic teeth already inserted. They fit in a denture the same as ordinary teeth.

INCREASE DENTURE PROFITS

No extra work or chair time is required. Simply remove teeth from the denture "try-in" and substitute the appropriate "Gold-Plastic" Denture Teeth . . . The patient can see exactly how the "natural-look" denture will appear—and will accept gladly the fees for this extra service.

Available in shades to match all leading tooth manufacturers' shade guides.



**Order through
your dealer or
write for literature**

ISAAC MASEL CO.

1108 Spruce St.
PHILADELPHIA 7, PA.

ISAAC MASEL CO.

OH 11

1108 Spruce St., Phila. 7, Pa.

Please send me literature on "natural-look" dentures with MASEL "Gold-Plastic" Teeth.

Dr.

Address

Dealer



YOU MAY BE THE FIRST TO KNOW.

Routine oral examination can often reveal more than the immediate dental requirements. It can also provide you with a preview of a latent nutritional deficiency.

In fact, you—more than the patient or even his physician—may be the first to know.

As you correct his oral condition, why not suggest a daily VITERRA® regimen, too? VITERRA is a comprehensive nutritional supplement, with 10 essential vitamins and 11 important minerals. And, it's available in 3 forms, to meet almost any patient need:

VITERRA® CAPSULES

for daily supplementation. Supplied in bottles of 30 and 100.

VITERRA® TASTITABS®

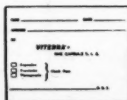
if capsules are a problem, TASTITABS can be chewed, allowed to melt in the mouth, or mixed in liquids. Ideal for children. Supplied in bottles of 100 and 250.

VITERRA® THERAPEUTIC

when higher potencies are indicated. Supplied in bottles of 30 and 100.



New York 17, New York
PEACE of mind ATARAX®



Free: Prepared prescription pads and VITERRA samples.

Write on your letterhead to Dental Services Department:

J. B. Roerig and Company
800 Second Ave. (at 42nd St.),
New York 17, New York
Specify dosage form required.

ANNOUNCING

Lastic 55™

THE NEW, MOST UNIQUE
SILICONE Elastic Impression Material

**First introduced in December of 1956
Now available for nationwide distribution**

Lastic 55 is truly a remarkable discovery. There are no dimensional changes—no dehydration. No need for special treatment to prevent shrinkage. More accurate impressions are obtained than with any other material. Any number of models may be poured from a single impression. Shelf life of the impression is unlimited—models may be poured at any time. Can be readily plated.

Lastic 55 is easier to handle and mix than any other impression material.

Here's how it's done

Snip off plastic cover with scissors and squeeze out liquid drop by drop.



So simple

Squeeze out paste on the scale (which may be pasted on back of any glass slab) and use one drop of liquid to each unit on scale.

When color's uniform, it's ready

Spatulate until mix is uniform in color. Take impression. Setting is completed in 2-3 minutes when material is elastic to touch and cannot be deformed.



2 FORMULAS REGULAR

a "heavier" body, for jacket crowns, inlays, bridges and partials

DF FORMULA

a "lighter" body for full denture work

**at your dealer,
or write:**

PFINGST & COMPANY, INC.
62 Cooper Square, New York 3, N. Y.

See Demonstration at all Major Dental Centers

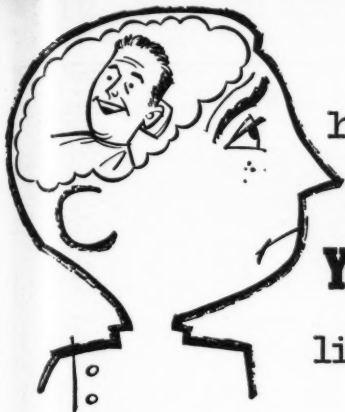


Incessant as wing beats,
chewing means endless strain, endless action.
Inlay materials and the weakened tooth walls they must protect
need to have unusual strength to stand up in the mouth.
Your Ney-Oro B-2 inlays and abutments, tough yet burnishable,
should be as perfect 20 years from now as they are today.
Incidentally, the use of Ney-Oro B-2 has doubled since 1950.

THE J. M. NEY COMPANY

 *Gold*
SINCE 1812

HARTFORD CONN.



how long has
it been since
YOU'VE thought
like a patient?

The point is — there have been a lot of changes! People don't "fear" the dentist the way they used to — now they WANT their teeth fixed, and what's more they're willing to pay a reasonable fee for the *best* care.

That means they know about and LOOK FOR complete examinations, counsel and full-mouth dentistry. They know it can be done in a reasonable set of appointments. They know good dentistry costs money and they appreciate being able to fit a series of payments into their budgets.

If YOU feel the need for better patient service, contact PBP now! It's easy, and there's absolutely no obligation. Just fill in the spaces below, then tear out this page and mail it today for complete information.



Dr.
Address.....
City..... State.....
Phone.....

OH-11

PROFESSIONAL BUDGET PLAN

303 EAST WILSON STREET

MADISON 3, WISCONSIN



Start your young patients on a lifetime habit of good oral hygiene:
1. Regular office visits for your prophylaxis and treatment. **2.** A

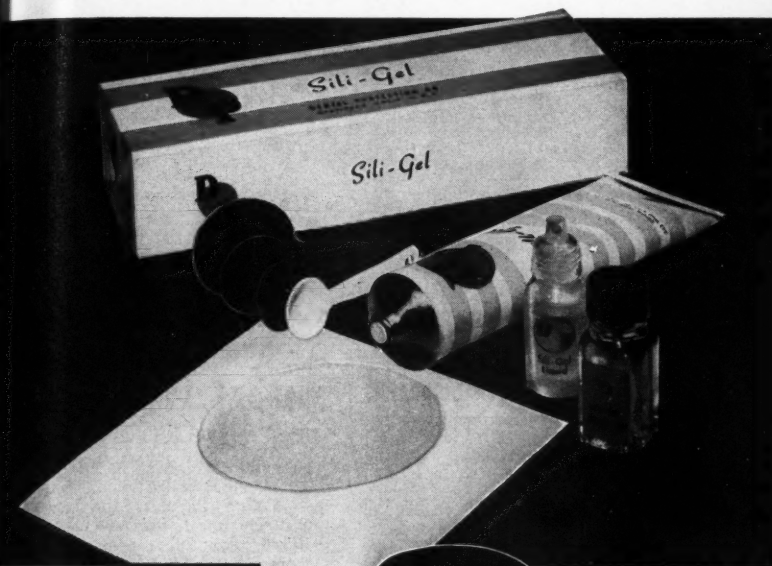
home routine of regular tooth-brushing. **3.** The use of a good cleansing dentifrice, such as pleasant-tasting IPANA.[®]



BRISTOL-MYERS CO., 19 West 50 Street, New York 20, N. Y.

Sili-Gel Acclaimed!

The greatest advance in impression material history!



IT'S PINK!
Pleasant odor
and taste!

A completely different, universal material—a silicone elastomer of amazing versatility—Sili-gel offers you all these advantages:

- Forms an irreversible moisture-free gel • Very easily mixed • Pleasant odor and taste • Clean to use • Setting time can be controlled • Extreme elasticity is combined with toughness of body • Impressions may be poured when you choose • Copper plating is possible with no special technic • Sili-Gel is UNCONDITIONALLY GUARANTEED!



NEW D-P All-Purpose Syringe

(For Bridge and Indirect
Inlay Technics)

Eliminates syringe cleaning problems regardless of material! Designed to use disposable plastic tips, instead of costly metal needles. Quickly loaded with special adapter, easily used, cleaned in seconds. Once you try it, you will never be without one!



Dental Perfection Co., Inc.

543 West Arden Ave.
Glendale 3, Calif.



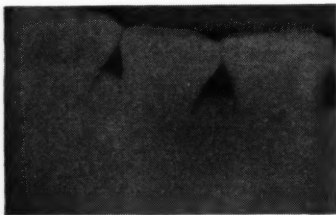
DENTAL X-RAY NEWS



NO. 12



HOW TO AVOID POOR RADIOGRAPHS



This radiograph was fogged to the point of uselessness *even before it was exposed*. The most careful exposure and processing could not help it. Stray radiation from the x-ray unit reached the film where it was stored, partially exposing and fogging it. The cure is simple. Be sure to keep unexposed film in a safe storage place, preferably in a lead-lined box. And process exposed film as quickly as possible; don't leave it out where it may be exposed to stray radiation.

As more is known about the effects of radiation, it becomes more important that all personnel working with x-ray be monitored. The best way is with dosimeter film badges. DuPont makes many types of dosimeter film that record all ranges of x- and gamma-radiation. For a list of laboratories supplying dosimeter film badge service, write DuPont, Photo Products Department, 2420-2 Nemours Building, Wilmington 98, Delaware.

SHORTEST X-RAY EXPOSURES

with DuPont Lightning Fast Film

The extreme high speed of *Lightning Fast* film makes split-second exposures possible—as little as 1/5 the time needed for regular film! The advantages:

- It minimizes effects of patient motion, means fewer spoiled films.
- It permits increased focal distances which reduce distortion without sacrifice in exposure time.
- It lessens the wear on the x-ray tube, since exposures are shorter.
- It reduces radiation exposure to both patient and dentist.

Because of the short exposures made possible when using this film, the accuracy of your timer is extremely important. Wide variations in density on the finished radiographs indicate that the timer or the method of setting it should be checked.

DuPont *Lightning Fast* dental x-ray film is available in the periapical size, packaged either one or two films to the easily-opened "Pull-A-Tab" packet. Specify DuPont *Lightning Fast* the next time you order film, and start putting its speed to work for you.



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY



**SPECIFY VERIDENT
WITH THE DUAL-DIAL COLOR GUIDE**

**THE ORIGINAL
▼
COLOR AND
▼
LABIAL DETAILS
▼
IN VERIDENT
▼
PLASTIC TEETH
▼
ARE NOT AFFECTED
▼
BY DENTURE
▼
PROCESSING**

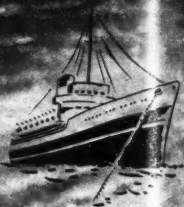
VERIDENT PLASTIC TEETH

Accent on "living" beauty.

You can always be certain with Verident, that the completed denture will have the "living" color and lustrous labial details you originally selected. Processing procedures do not alter Verident color . . . the dentures "come clean" from investment with labial details intact!

These are only two of several Verident features that help you to achieve a "living" beauty not possible with any other plastic teeth. You'll appreciate them at once, when you see them. Try Verident plastic in your next denture.

where **STRENGTH** is important!



FIRMILAY
REG. U.S. PAT. OFF.

for Crown and Inlay Abutments; Veneer
 Crowns; Carmichaels; and Short-Span
 Stationary Bridgework.

Type C — Hard
 Gold Color
 per dwt. \$2.25



J. F. Jelenko & Co., Inc.
 136 West 52nd Street New York 19, U.S.A.

VO

Pic

Ho

Ho

Co

Ho

Att

Sho

De

Th

The

So

A

Edi

EDI

1005

Vice

John

Eliti

Man

LOS

1952

The

Nat

\$5.0



REGISTERED IN U. S. PATENT OFFICE

*Total circulation more than 82,000 copies monthly*

Picture of the Month	35
How to Be Paid For Free Services	<i>M. A. Patrick</i> 37
How to Be Unpopular With Your Colleagues!	<i>Robert P. Stickley, DDS</i> 40
Consultation Clinic: The Diagnostic Syndrome in Dental Practice	<i>Arthur Elfenbaum, BA, DDS</i> 44
How to Handle Different Types of Patients—Part II	<i>Charles L. Lapp, PhD</i> 48
Attending a Dental Clinic in Your Own Home	<i>Sanford Neuger, DDS</i> 54
Should There Be Dental Reciprocity in the United States? Part III	<i>George A. Holmes, DDS, PhD</i> 57
Dentistry for Television Performers	<i>Howard E. Kessler, DDS</i> 60
There's a Dentist on the Walker Cup Team!	<i>Helen Houston Boileau</i> 62

DEPARTMENTS

The Publisher's Corner	4	Technique of the Month	66
So You Know Something About Dentistry!	43	Ask Oral Hygiene	67
Editorial Comment	64	Dear Oral Hygiene	73
		Dentists in the News	76
		Laffodontia	86

EDITOR

EDWARD J. RYAN

BS, DDS

ASSOCIATE EDITOR

MARCELLA HURLEY

BA

EDITORIAL OFFICE: 708 Church Street, Evanston, Ill.; PUBLICATION OFFICE: 1005 Liberty Avenue, Pittsburgh 22, Pa.; Merwin B. Massol, Publisher; Robert C. Ketterer, Vice President; Dorothy S. Sterling, Promotion Manager; Homer E. Sterling, Art; John F. Massol, Assistant to Vice President. NEW YORK: 7 East 42nd Street; William S. Eltinge, Eastern Manager. CHICAGO: 224 South Michigan; John J. Downes, Western Manager. ST. LOUIS: 1044 Syndicate Trust Building; Carl Schulenburg, Southern Manager. LOS ANGELES: 1709 West 8th Street; Don Harway, Pacific Coast Manager. Copyright, 1957, Oral Hygiene, Inc. Publishers of Spanish Oral Hygiene, Dental Digest, and Proofs. The Dental Trade Journal. Member of Business Publications Audit of Circulation, Inc. and National Business Publications, Inc. Printed in U.S.A. Oral Hygiene's subscription price is \$5.00 per year in the U.S., Canada and Latin America; \$5.75 elsewhere.

Emphasis on Control

JETCO NOZZLE MAY
BE SHAPED TO ANY
DESIRED ANGLE.



CETACAINE

TOPICAL ANESTHETIC
WITH NEW JETCO SPRAY NOZZLE



Price \$3.95

(3 Bottles for \$10.) Through Your Dealer

* For added patient protection, Cetacaine contains Cetylclide, the potent anti-bacterial agent whose effectiveness has been proven in clinical and laboratory tests over a period of years. (Clinical data and reprints on request.)

1. CONTROLS SPRAY

Now... Cetylite introduces a new topical anesthetic nozzle that makes it possible to direct the pain-controlling spray exactly where you want it to go... in a controlled area, not a wide spray! Now... you can take advantage of the proved superiority of CETACAINE Topical Anesthetic... speed, convenience, accessibility and anti-bacterial action.*

2. CONTROLS PAIN

CETACAINE is a pleasant-tasting, fast-acting, effective topical anesthetic that assures patient comfort... before injection, before minor surgery, before removal of deciduous teeth, before prophylaxis, etc.

3. CONTROLS GAGGING

Before taking X-Rays; before taking impressions; before inserting dentures, etc.

Only CETACAINE permits directed control of the anesthetic spray!

• GREATER
VISIBILITY

• GREATER
ACCESSIBILITY

• GREATER
CONVENIENCE

CETYLITE INDUSTRIES, INC. 29-46 NORTHERN BLVD., LONG ISLAND CITY 1, N.Y.

A PRACTICE BUILDING PRODUCT BY THE MAKERS OF CETYLCLIDE



new high values **for frozen citrus**

Recent assays by the Wisconsin Alumni Research Foundation¹ reveal frozen citrus juices significantly higher in vitamin C than shown by the latest U.S.D.A. Handbook (No. 8, 1950), with orange juice averaging 20% higher... further proof it is the "nutritive equal"² of fresh juice. Recommended Daily Allowances for vitamin C as provided by frozen citrus juices are shown below.

	Reconstituted frozen orange juice	Reconstituted frozen grapefruit juice
75 mg.—normal adults	5 fl. oz.	6½ fl. oz.
100 mg.—late adolescence or pregnancy	7 fl. oz.	8½ fl. oz.
30 mg.—infants to 1 year of age	4¼ tablespoonfuls	

Florida Citrus Commission, Lakeland, Florida

1. J. Agr. & Food Chem. 4:418, 1956.

2. A.M.A., Council on Foods & Nutrition: J.A.M.A. 146:35, 1951.

FLORIDA *Citrus*

ORANGES • GRAPEFRUIT • TANGERINES

DOCTOR...

Published report of two-year results reaffirms **GARDOL'S* EFFECTIVENESS** in caries control

A recent issue of a leading science magazine reports the results of a *two-year* controlled study on *human subjects* to determine the effectiveness of sodium N-lauroyl sarcosinate (Gardol) in the control of dental caries.

Conducted by a leading dental school and directed by an eminent research scientist, this study was completed by 1,159 young adults located in 3 geographic areas. Thorough clinical and radiograph examinations of the teeth were made before and after the study was completed.

The conclusion: Sodium N-lauroyl sarcosinate in a dentifrice, when it is used either morning and night or after meals, *will materially reduce dental-carries activity.*



This additional and recent clinical evidence reaffirms Colgate Dental Cream's promise of the finest home method of caries control ever offered by a toothpaste. And, Doctor, it is reassuring to know that Colgate Dental Cream with Gardol is *so safe* you can recommend it even to your *very youngest* patients without restrictions or limitations of any kind.



*GARDOL IS COLGATE'S TRADE-MARK
FOR SODIUM N-LAUROYL SARCOSINATE.

Colgate-Palmolive Company 300 Park Avenue,
New York 22, N.Y.

Let Spyco

Spyco metallurgists are famous the country over for their ability to turn precious metal scrap of all kinds into dollars. And because *one good turn deserves another*, as everybody knows, customers have been shipping old gold, platinum and silver to Spyco for maximum returns for nearly four decades. Refining and assay reports require but 2 to 4 days; estimates are mailed the same day shipments are received! Try Spyco and compare the results.

TURN

YOUR

PRECIOUS
METAL

SCRAP

INTO



Through your
dealer or direct

Spyco SMELTING & REFINING CO.

51-57 S. Third St. • Minneapolis 1, Minn.

OF SPECIAL INTEREST TO THE DENTAL PRACTITIONER

the new
phosphate complex
of tetracycline
for faster and higher
initial antibiotic
blood levels



SUMYCIN

Squibb Tetracycline Phosphate Complex

a fast-acting antibiotic

readily absorbed and rapidly diffused into body tissues to combat the infection

a single antibacterial antibiotic

therapy with a single antibacterial agent is recommended by most leading clinicians

a well-tolerated antibiotic

produces a minimum of gastrointestinal irritation

a true broad spectrum antibiotic

clinically effective against the dental infections frequently encountered in your practice

Minimum adult dose:

1 capsule q.i.d.

Each Sumycin capsule

contains equivalent

of 250 mg. tetracycline hydrochloride.

Bottles of 16 and 100.

SQUIBB



Squibb Quality

—the Priceless Ingredient

**Squibb (Natural Bristle)
Angle Toothbrushes**

are still available in genuine Chungking bristles —2 or 3 row, hard or medium, at all pharmacies.

TELEPHONIC IS A SQUIBB TRADEMARK

Picture of the Month



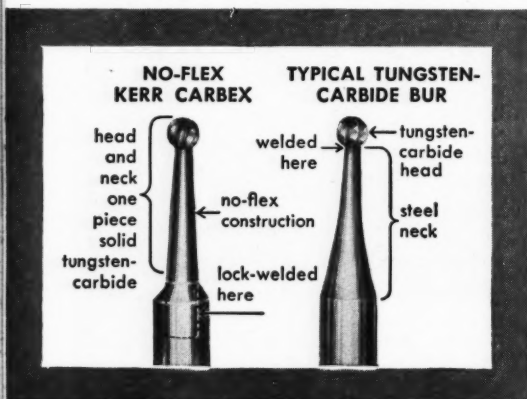
MEMBERS of the Asheville, North Carolina, Rifle and Pistol Club include three "master" shooters, two of whom are Asheville dentists. From left to right are : Marjorie Hamlin, state women's title holder and master shooter; Billy Keys; Doctor H. J. Keener; Louis Taylor; Ed Proffitt, club champion; and Doctor R. B. Kennerly, one of the best riflemen in the state. Medals and awards shown are only the first and second-place trophies of the hundreds won by members.—*Photograph by Malcolm Gamble of the Asheville Citizen and Times.*

Ten dollars will be paid for the picture submitted and used in this department each month. Send glossy prints with return postage to ORAL HYGIENE, 708 Church Street, Evanston, Illinois.

Vibration is Deceiving

A tungsten-carbide bur with steel neck flexes, will vibrate and give the sensation it is cutting at great speed.

In contrast, the Kerr Carbex Bur, with solid tungsten-carbide head-and-neck, *will not flex*, runs true . . . is practically vibration-free! . . . cuts so smoothly you scarcely feel a thing!



Yes, it's the NO-FLEX KERR CARBEX that actually cuts faster

And, Kerr Carbex Burs have eight flutes while others have only six . . . another reason why NO-FLEX KERR CARBEX are the fast, smooth cutting instruments you want!

So, don't be deceived by vibration! . . . the next time you need burs, order NO-FLEX KERR CARBEX!

KERR MANUFACTURING COMPANY • Established 1891 • DETROIT 8, MICHIGAN

KERR

no-flex Carbex Burs
(tungsten-carbide)

How to Be Paid for Free Services

BY M. A. PATRICK

There is no way to avoid the occasional free service, but the rewards you receive may surpass a financial benefit.

SEVERAL days after he had completed the dental treatment of an eight-year-old girl, a Philadelphia dentist received a note from the child's mother. The services he performed for the youngster had been under conditions similar to the type mentioned by Doctor Harold Gluck in his ORAL HYGIENE article¹—that is, *for free*. In her note the mother expressed appreciation of the dentist's kindness and added that while her daughter was being made ready for bed the previous evening she included in her prayers the request "God bless Doctor S" This payment offered for his services was "the most rewarding I ever received," the dentist acknowledged.

Despite the great value of prayer, a dental practice must receive other forms of compensation. However, except in isolated cases the dentist in general practice is not likely to find any sure way of avoiding those now-and-then appointments that do not result in financial benefit. Like many in other callings, the professional man is at times "his brother's keeper" and in fairness to all concerned may be required to exercise ingenuity in limiting the number of his "brothers." A practitioner in an industrial area where patients' incomes fluctuate considerably meets this problem simply by confining essential free service to his normally slack mid-morning and mid-afternoon hours. "By attending to the now-and-then deserving case when I am not pressed for time I avoid inconveniencing my paying patients." The establishment of this plan also provides the dentist with a logical reason for rejecting

¹Gluck, Harold: Dental Service For Free, ORAL HYGIENE 74:37 (May) 1957.

requests, should the demand for free services ever overrun his off-hours.

In those instances where this practitioner has in his chair a patient he believes may become better off financially at a later date he casually mentions, "This service would normally have cost you \$00.00." Although this is the only reference he makes to money he has found that over a period of time 20 to 25 per cent of the dollars involved are paid later. "In one case," the dentist recalls, "a patient returned five years after receiving free dental care to pay \$37.00 for service I had given him." Two boys he treated some years ago without charge have since married and they, their wives, and children have become regular patients—on a regular fee basis, of course. "This is not the most dependable way of building goodwill," the practitioner agrees, "but I lose less sleep over the money represented by free services than I do over bills patients promised to pay 'the first of the month', but didn't."

When Not to Charge

A dentist's bill, which was paid by a gas station operator who thought the services involved did not warrant an invoice, covered the cost of professional time for an oral examination of his child and a statement of dental health asked for by the local school authority. In his unfavorable com-

ments about the bill the station operator made comparisons between lay and professional services to justify his objections. "When that dentist comes in here for five or ten gallons of gas I do not make a charge for air, water, oil check, and windshield cleaning. And if the motor of his car is acting up I give a diagnosis of the problem for free."

Without taking sides in such a controversy, it is a fact that there are occasions when the benefits to be gained from a free service far outweigh the monetary advantages of a three or four dollar charge. For instance, the station operator, his wife, and two children, each year call for regular dental care that averages between fifty and one hundred and twenty-five dollars. This is too large a sum to risk, especially when the billpayer is in a position to voice his resentment to a large number of dental prospects with whom he is in daily association. Doctor Gluck quotes a dentist who in recalling a month during which he furnished signed notes for a number of school children concluded by asking, "Am I fooling myself that I am helping my practice by not charging for such services?"¹ Actually, this is not too difficult a question. Twelve months after furnishing such statements for young patients or children of patients, the dentist Doctor Gluck interviewed should go over his books and total the dollars received for regular dental services

rendered in the interest of the youngsters or members of their families. If the per family average of fees collected is impressive then his investment in an occasional free service has paid dividends. It is as simple as that.

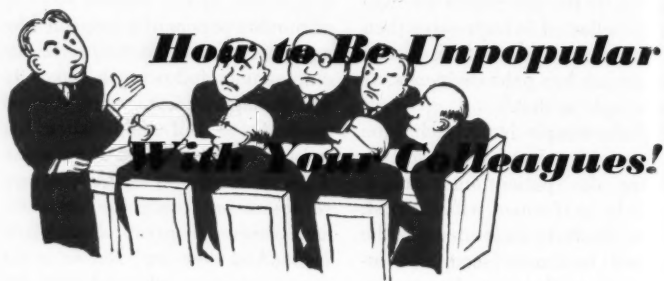
Equally simple is the technique of justifying charges for certain services the patient may think should be performed without cost. This is likely to happen when the required treatment seems to involve little in the way of materials and not too much time. When the patient is one whose work pays him on an hourly or job basis he is inclined to apply the same compensation scale in judging what the dentist should or should not charge. One dentist handles such cases by purposely including in his chair-side conversation, a reference to the time, study, and practice, involved in developing the skill necessary to perform the operation successfully. "I have found," he points out, "that this approach carries weight and meaning in relative proportion to the specialized study and practice the patient had to apply in building his own job qualifications."

When a patient financially able to pay indicates that he expects some form of free dental service he reveals clearly that he does not value too highly the professional man's talents. This condition is quite common, too. And it may be traced to the reluctance of dentists to boast publicly or to patients of

their accomplishments. It is commonplace to read in newspapers, magazines, and in feature sections of Sunday papers of a surgeon who equipped a man to return to his employment following a repair to his damaged heart, or of a child made fit to run again when her twisted limbs were made straight. These persons and the groups they represent are recognized as dedicated men of great accomplishment. And they are! But so is the dental surgeon who rebuilds the smashed jaw of a victim of a turnpike accident, or the practitioner who fits a salesman with dentures that permit him to smile confidently while making a presentation to a prospect. These are also unusual skills with even more general application to the needs of the general public. To have such facts known the benefits will have to be discussed more often, dramatized to get attention, and the whole process repeated again and again until the value and importance of all dental services are lifted well above the "for free" classification.

Such an educational program takes time, but the result should not only be a reduction of the number of calls for free service, but a higher degree of prideful satisfaction in caring for the dental needs of those deserving professional care who are truly unable to pay any or all of its cost.

1007 North 64th Street
Overbrook, Philadelphia 31



BY ROBERT P. STICKLEY, DDS

ONCE UPON a time, there graduated from high school a young fellow by the name of Joe Collins. He decided to enter a profession and being a bright boy, picked dentistry. After taking some pre-dental schooling, he entered dental college. He did well—joined a fraternity, dated attractive students, and drank his share of beer. He was considered a leader in school and it was freely predicted that Joe would be a success and live happily ever afterward. Sad to relate, while Joe was reasonably successful in his practice, he was not happy.

On entering the practice of dentistry, Joe joined the local, state, and national societies. He was anxious to be liked. In fact, too anxious. He began attracting attention at once by expressing himself on

every matter brought before the society. It soon became noticeable that the minutes of each meeting read like a biography of Joe Collins.

One of his most annoying habits at the meetings was to give, on the slightest provocation, a detailed report of his practice. Everything mentioned in connection with dentistry reminded him of a case he was doing or had just finished. It was embarrassing to his fellow society members that whenever they invited a speaker Joe would rush him. He would begin to sell the fellow a bill of goods, namely Joe Collins. Also, he would keep up a running fire of comments, which started out as questions but ended up as opinions. Sometimes the speaker was an old hand and knew how to handle such pests, but even then, it was embarrassing.

Joe had another habit which

***Is there a little of Joe Collins
in your looking glass?***

did not contribute to his popularity. When a new dentist came to town, Joe would greet him with overpowering enthusiasm and inform him that if he needed any help or advice all he had to do was to call on old Joe Collins. To further show his good intentions, he would not even wait for the dentist to call but would give him generous helpings of advice, using himself as a guide for correct procedure.

He would continue by assuring the neophyte that all the altruistic ideals he had been taught in school were the bunk. "All right for the College," he would say, "but in actual practice they are not practical. Those professors could not make a living in private practice." Joe did not seem to realize that people do not like anyone to take the shine off their idealism.

Then there were the times when, as a committee member, or in some project outside of dentistry, he allowed himself to be quoted in the newspaper in such a manner as to be offensive to his fellow dentists. This usually surprised Joe and sometimes he was embarrassed as things looked so different in print from the way he thought they sounded rolling off his tongue. He would resolve never to give another statement to the paper. On further thought, he would decide

that the responsibility for the statement was really the reporter's. He had twisted Joe's arm. As soon as he reached this decision, he was ripe for another opportunity.

With his energy and ambition, dental politics offered an ideal vehicle for Joe's boundless enthusiasm. This fact did not escape Joe. Had he offered his candidacy for the position of "All-American Ass," he would have had the unanimous backing of his Society. However, for the available jobs, despite all of the enthusiasm he put into his local society, he was never mentioned for office.

At heart Joe was really not a bad guy—he was a good dentist. He was always ready to do a favor but had an overpowering ego and ambition. While he would not knock another dentist, there were times when he could have said a good word and did not as he was too busy selling Joe Collins.

Joe Becomes Sensitive

Over the years, it began to dawn on Joe that he would never be elected to any office. He developed a feeling that his fellow dentists did not like him. This hurt Joe, for he liked them. In fact, he felt he had beaten his brains out trying to show them that he liked them and wanted to help dentistry. He could not understand what was wrong and began to stay away from the meetings. He became bitter and attributed the dislike of his fellows to jealousy. Finally, he

dropped out of the society completely.

The last place Joe looked for the cause of his unhappiness was where he would have found it. In the looking glass! There he would have seen staring back at him the real cause of his unhappiness—Joe Collins!

After a time, he wandered back to his society. He had apparently lost his oomph, but he had something better. Gone was his eagerness and in its place a quiet dignity he never had before. Much to Joe's surprise, the new Joe was welcomed back and soon he was

offered important positions. His opinion was asked and listened to. Fortunately for Joe, his ego had suffered to such an extent he remained just plain Joe. A good guy!

I get real sad when I think of Joe. WAIT A MINUTE! I wonder? Joe didn't know there was anything wrong with him. It's like halitosis. Your best friends won't tell you. I don't know about you, Brother, but if you will excuse me, I am going to stop right here and take a look in the looking glass!

100 Quinlan Street
Lynchburg, Virginia

THE PATIENT

TO INSPIRE confidence in my patients, I must have confidence in myself. But this is not enough. I cannot, because of this, expect the patient who comes to my office as a total stranger to share this with me unless by my attitude to and understanding of him and his family—by the care and thoroughness with which I develop my knowledge of the patient's condition and by the thoughtfulness, honesty, and understanding with which I discuss his surgical problems—I inspire in each the intangible something that makes him prefer to put his life in my hands rather than in those of any other. Confidence, an understanding family, and faith, are the most important of the non-scientific aids in preparation for the operation ahead.—LELAND S. McKETRICK, MD, *The New England Journal of Medicine*.

THE CONSIDERATE DENTIST

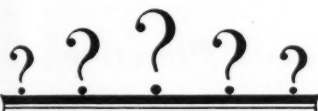
KNOWLEDGE is a great healer of emotional scars. The dentist who carefully explains to his patient (as mine does) precisely what is being done, and why all these laborious procedures have to be gone through, has made the patient a *participant* in the work, and not merely an *object* that is worked upon. His technique removes fears and anxieties as well as decay.—SYDNEY J. HARRIS, *Chicago Daily News*.

So You Know

Something

About

DENTISTRY!

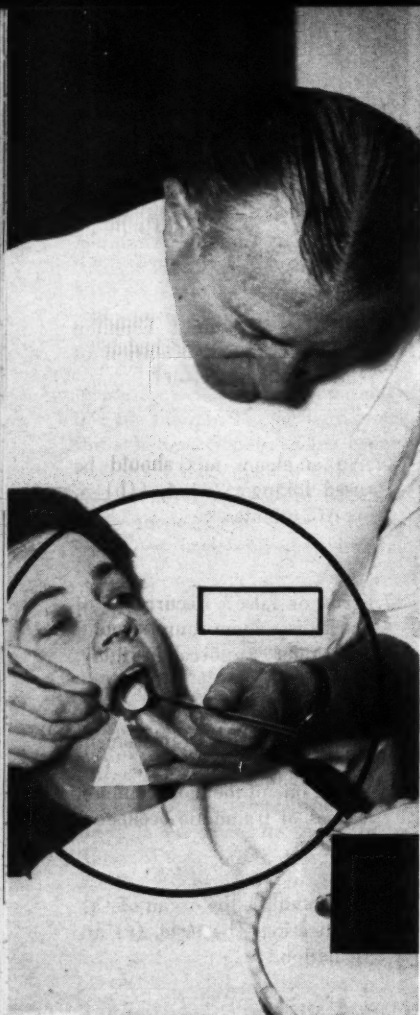


BY ROLLAND C. BILLETER, DDS

CLVIII

1. Why is sulphuric acid pickle preferred over hydrochloric or nitric acid pickle?
2. True or false? The only type of food taken into the mouth which can develop an acidity of sufficient strength to dissolve enamel is carborhydrate.
3. Are dimensional changes in the plastic-faced gold veneer crown withstood well?
4. When retention is poor to begin with, the mentales (a) will, (b) will not, readily elevate the lower denture unless the border is accurately established by muscle trimming.
5. What is the most common cause of lingual occlusion of the maxillary incisor?
6. No amalgam mix should be used for over (a) 4, ((b) 5, (c) 6, minutes.
7. True or false? Recurrence of caries is seldom found around or under a porcelain inlay.
8. Early loss without replacement of posterior teeth (a) is, (b) is not, one of the most common causes of traumatic occlusion.
9. The mouth is the organ of (a) mastication, (b) taste, (c) articulation.
10. Does the partial denture clasp produce appreciable abrasion on enamel?

FOR CORRECT ANSWERS SEE PAGES 82 and 84



Observe symptoms carefully in order to recognize differentiations in various oral diseases.

Consultation Clinic: The Diagnostic Syndrome in Dental Practice

BY ARTHUR ELFENBAUM, BA, DDS*

THE WORD "syndrome" is derived from the Greek—*syn* means "together" and *drome* conveys the idea of "running." It tells us that when signs and symptoms occur together as a set or group, they may form an entity by which an abnormal or pathologic condition can be identified. That is how diagnosis is and should be accomplished.

In medicine the syndrome has been used ever since man began to apply his knowledge to the improvement of the health of his fellow man. The medical dictionary lists and describes innumerable

*Doctor Elfenbaum is Professor of Diagnosis and Chairman of the Department at Northwestern University Dental School and Consultant in Diagnosis at the Dental Training Center of the West Side Veterans Administration Hospital in Chicago.

syndromes. Many of them still retain the names of the physicians who first described their classical characteristics. The name of the famous Boston surgeon will live forever for his description of a medical entity known as Cushing's syndrome, a disease caused by pituitary basophilism. Many dentists are acquainted with Albright's syndrome because the cystic areas which form part of the identifying group are often seen in the roentgenograms of the jaw bones. Patients with Mikulicz's syndrome are occasionally referred to a dentist because the characteristic submaxillary swelling is mistakenly assumed to be the effect of a dentoalveolar abscess.

The object of this presentation is to encourage dentists to adopt and follow the practice of grouping symptoms in order to recognize differentiations between various oral diseases which, if not studied as syndromes, appear to resemble one another so closely that they receive treatment, which may be applicable to one but not to the others. It is not at all impossible that the neglect of the syndrome in dentistry is responsible for the prevalence of empirical treatment in oral pathology and for "shotgun" prescriptions, which have become too common in the dental office. Even if a cure is effected, the dentist never discovers the true cause of the disease and he is unable to say definitely which ingredient in his prescription was

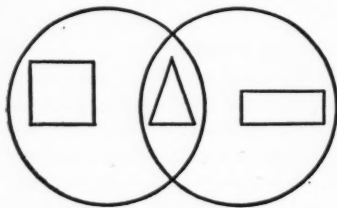
responsible for the improvement in the patient's condition.

For example, if a patient complains of fiery red, inflamed gingivae that bleed even when he bites into food, only an irresponsible practitioner would proceed to scale the teeth, apply an astringent and prescribe penicillin. If the patient shows a definite malaise, has an elevated temperature, coughs, speaks as if his throat is full, his eyes suggest toxicity, and upon examination the oral tissues from the lips to the oro-pharynx appear inflamed and congested, the dentist should be able to establish a syndrome of an upper respiratory infection, no doubt of the Streptococcus type. He might suggest something to make the mouth more comfortable, but the actual treatment of the basic cause lies within the domain of the physician, not of the dentist, and the patient should be referred at once for medical treatment.

Vitamin Deficiency

On the other hand, if the patient with the red and inflamed gingivae is not especially ill, has no raised temperature, the throat is clear and there is no cough, but he registers the same complaint that when he bites into a sandwich, there is blood on the bread, it appears conclusive that a streptococcal infection is not involved. Further questioning will probably reveal that the patient's diet is deficient in ascorbic acid and he has a mild

avitaminosis C or scurvy. Although the disease is no longer common in its severe form, many people who avoid fresh fruits and vegetables because of their laxative effect, show subclinical scorbutic signs, one of which is red, inflamed gingivae. A clinical examination may reveal other signs in the syndrome of a low grade vitamin C deficiency, such as scarlet red petechiae on the buccal mucosa, "black and blue" ecchymotic discolorations on the skin and the evidence of slow healing. The treatment of this case does not necessarily require the services of a physician. What the patient needs to bring him and his gingivae back to good health can be bought in the grocery store instead of the drug store. The dentist may also prescribe supplementary therapy in the form of one 50 mg. tablet of vitamin C, three times a day.



The syndrome concept can best be illustrated diagrammatically by two intersecting circles with the figure of a triangle in the section common to both circles. A square is placed in the remainder of one

circle and an oblong in that of the other. The triangle represents the red, bleeding gingivae in both patients, but the square stands for the rest of the syndrome in the diagnosis of an upper respiratory infection. The group illustrated by the triangle and the oblong, identifies the pathologic entity as a mild vitamin C deficiency. Hence, the two circles are entirely different, although they have a common characteristic which was the outstanding feature in the complaints of both patients. Such reasoning is what establishes the contention that differential diagnosis is the secret of successful diagnostic technique.

Another example might help to emphasize the point. Let the triangle represent a loose tooth. Before concluding rashly that the loose tooth is involved in periodontal disease and should be extracted, the dentist would do well to search for the rest of the syndrome. If the mobility of the tooth is caused by what some periodontists call a premature contact, (the square in one circle), then a well-planned occlusal adjustment by conservative cuspal reduction or by a corrective appliance may not only save the tooth, but prevent a generalized periodontal disease at a future time. However, if an angry, lobulated, hyperplastic condition of the gingiva around the tooth arouses some suspicion in the dentist's mind and he finds that the alveolar bone in the roentgenogram has a

punched-out appearance (the oblong in the other circle), a biopsy is indicated, and it may lead to a diagnosis of a squamous cell carcinoma of the gingivae with invasion of the periodontal bone. Inconsiderate extraction of the loose tooth could set up a metastasis of the malignancy through the blood stream with fatal consequences. This example is not one created in the imagination; it is taken from clinical files.

The Total Patient

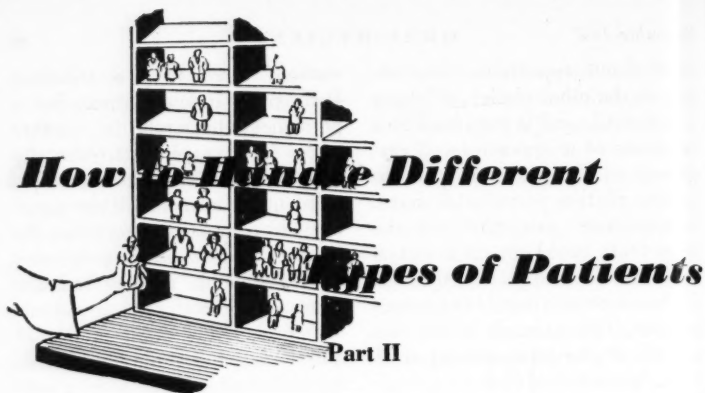
The symptoms and signs composing a syndrome do not necessarily have to be confined to a small area in the mouth. They may be referred to anything that is included in the concept of the total patient. A protrusion of the maxillary anterior teeth may be part of the syndrome which leads to a diagnosis of adenoids, or it may be decided that thumb sucking is the cause of the malalignment of the teeth. An enlargement of the gingivae may arise from mouth breathing or it may be associated with the administration of an anti-convulsant used in the treatment of epilepsy. Brown pigmentation of the gingivae is normal in a Negro, but a possible indication of Addison's disease in other people. A facial hemiatrophy may be

nothing more than a transient Bell's palsy in one patient, but a permanent paralysis in another whose facial nerve was accidentally severed during a mastoidectomy.

To quote an actual case, someone had concocted a story that the mother's illness during pregnancy was responsible for the rampant caries in the teeth of a three-year-old child, but a different line of questioning uncovered the fact that the child had suffered from a mild cough which began two years previously. The physician had prescribed a cough medicine that was thick with a sugary syrup. Nobody had explained the cariogenic effect of the sugar and the mother continued to use the syrup, not only to alleviate the cough, but also to appease the child whenever it cried. Somewhere in the syndrome we must include the mother's delight in having found a medication which, when administered to the child, helped to soothe her own frayed nerves.

When dentistry is no longer confined to mechanical restorative treatment and it adopts the biologic approach to the patient's oral problem, the syndrome must become an essential factor in the differential diagnosis of the condition.

431 *Oakland Avenue*
Chicago 14, Illinois



BY CHARLES L. LAPP, PhD*

Let us turn to types of patients that you may encounter in your daily practice, how they may be identified, and some suggestions for handling them when you note certain characteristics.

Snobbish Type

Characteristics:

This type of patient is inclined to "look down" upon all professional men. Often this type of patient makes special and unreasonable demands. He tries to remain aloof. Any attempts you make to put him on an equal basis with you are met in a condescending manner. The snobbish or high-hat type often wants to impress you with the "big name" people he, or she, knows.

Alternatives In Handling:

1. Treat this type with respect.
2. Do not be overfriendly.
3. Compliments will help break down reserve of this type.
4. Be cooperative in making them feel they are receiving special services.
5. Do not concede so much that you lose your self-respect, or have to continuously justify your actions.

*Doctor Lapp is Professor of Marketing at Washington University, St. Louis, and Management Consultant, as well as author of the book *SUCCESSFUL SELLING STRATEGIES*, McGraw-Hill Book Company, New York, 1957.

Decisive Type*Characteristics:*

The decisive patient will interrupt continually to indicate and impose his point of view. Often this type will say "no" before you have had a chance to make a case presentation. This type of patient will not change dentists as often as many other types after he, or she, is once won over to your way of handling a dental office.

Alternative Sales Strategy:

1. Let them talk.
2. Ask them few questions.
3. Avoid an argument, but tactfully inject your point of view.
4. Make them feel the choice is up to them, but that there is a "yes" choice as well as a "no" choice.
5. A seeming reluctance to want to have this type as a patient may be a great incentive for some of these prospective patients.

Argumentative Type*Characteristics:*

This type leads off in the preliminary interview by finding fault with previous relationships with dentists. Sometimes the argumentative type, to be sure to provoke an argument, will become insulting. This type often makes unreasonable demands just to find out if he, or she, can get away with it. Some argumentative type patients are likely to talk loudly, and try to appear brusque or antagonistic.

Alternative Handling:

1. Statements must be selected carefully and supported with facts. A few facts may avoid a challenge, but too many may be just what this type is looking for to base an injection of a difference in point of view.
2. Ignore differences of opinion, particularly if such differences have nothing to do with bringing about good dental service.
3. Ask this type "why" he, or she, feels so strongly about a point of difference if it relates to dental needs.
4. Forestall objections before they arise.

Impulsive Type*Characteristics:*

This type of patient makes quick decisions. He seems hurried and harrassed. Often the impulsive type will say, "No, I am not interested," before you have explained to him what needs to be done to put his mouth in proper condition.

Alternatives in Handling:

1. Present what you want to do quickly before he changes his mind.
2. If your service will require some lengthy consideration, then sug-

gest to women patients who are married that they should bring their husbands along for the case presentation.

3. Don't accept the first "no" as being conclusive.

4. Follow up the presentation with a letter restating the dental service needed, which may just arrive at the time of one of the impulsive "yes" moods.

5. Keep calm.

6. Talk in a low tone and rather slowly.

Self-Important

Characteristics:

This type often has an inferiority complex, but is "putting on" to cover up the feeling of insecurity. Many men who have just received a promotion will be impressed for a short time with their new power.

Alternatives in Handling:

1. Compliment their judgment.

2. Don't try to be too friendly.

3. Cater to their whims, particularly if you want a clientele of this type.

Talkative Type

Characteristics:

This type enjoys dominating any conversation. Often he will lead the discussion astray to subjects remote to the purpose of his call. Quite often a person of this type will start to express a thought and then forget what he started to say.

Alternatives in Handling:

1. Maintain a friendly but not familiar relationship to avoid being taken advantage of in some way.

2. Keep your relationship on a business-like basis.

3. Switch the conversation back to your presentation by means of a question, statement, or action.

Silent Type

Characteristics:

The silent type of patient will listen, but never say "yes" or "no." Often this type will show no emotional reaction whatsoever. Sometimes such a patient is silent because he is thinking about what you are saying, whereas in other cases he is silent because his mind is on something else.

Alternatives in Handling:

1. Ask questions that cannot be answered by "yes" or "no," but will encourage them to express their ideas.

2. Hesitate long enough to encourage them to say something.

3. Be sure to direct your conversation to the interests of such patients.

Timid Type*Characteristics:*

This type of patient indicates through his actions an uneasiness. Some may feel out of place in a dental office and not quite familiar with what is expected of them. Other patients may use this approach to disarm you, as they are really not the timid type they portray. Some timid patients are afraid to make decisions and will put you off by indicating they need to ask their husband, wife, mother, or father.

Alternatives in Handling:

1. Put them at ease by your actions and words.
2. Indicate your willingness to assist.
3. Present the facts of your presentation clearly and confidently.
4. Assure them that they are making the right decision.

Irritable Type*Characteristics:*

This type of patient may be a chronic grouch who takes pride in his role, or it may be someone momentarily annoyed by something which has taken place prior to his arrival at your office.

Alternatives in Handling:

1. Handle with patience.
2. Change their attitude by relating something, which is amusing.
3. Be especially patient in handling objections tactfully.

Inconsiderate Type*Characteristics:*

This type often will be late for appointments just to show you they can be. Also this type will want extra service.

Alternatives in Sales Strategy:

1. Refuse to give them dental service on their conditions, but only as you specify.
2. Explain your policies and the "why" behind them.
3. Explain your fee for the additional services they are requesting.
4. Find out if the patient lacks confidence in you.

Suspicious Type*Characteristics:*

This type questions statements made just as a part of their routine. Some patients may have reason to be cynical and suspicious because of previous experiences with other dentists.

Alternatives in Handling:

1. Give a detailed and logical case presentation.
2. Understate rather than overstate.

3. Ignore aspersions.
4. Use testimonials of satisfied patients.
5. Demonstrate your points even more than typically by using models.

Stingy Type

Characteristics:

Immediately this type will indicate concern over your fees. Any fee you quote will be too high. Some patients of this type will want the most service but plead for a price reduction. Whereas other price-minded patients are little concerned about quality of their dental service and are just looking for the lowest possible price.

Alternatives in Handling:

1. Don't give in on your fee but justify it.
2. Explain what services are received for your fee.
3. Use examples in which attempts to save money have resulted in the spending of more money for dental service.

Sensitive Type

Characteristics:

The sensitive type will take many little things as a personal insult that others would overlook. Remarks not intended as criticism may be often taken as being personal. This type of patient will react unfavorably to any uncamouflaged pressure.

Alternatives in Handling:

1. Be careful of what you say and what you do.
2. Attempts at humor may backfire—play it straight.
3. Listen even more at first in your relationship than usual, to be sure you have the patient's point of view.

The Most Difficult Patients

Most professional men feel the most difficult patients with whom they must cope are those that are:

1. Inattentive
2. Silent
3. Indifferent
4. Skeptical
5. Indecisive
6. Hostile

Improve Your Ability to Handle Different Types of Patients

The only way any dentist can expect to achieve self-improvement is to evaluate continually the reactions he gets from patients. If you will spend just fifteen minutes a day on such self-rating, plus some thought and practice in improving yourself, you will be surprised at how much more effective you will be in your patient relationships.

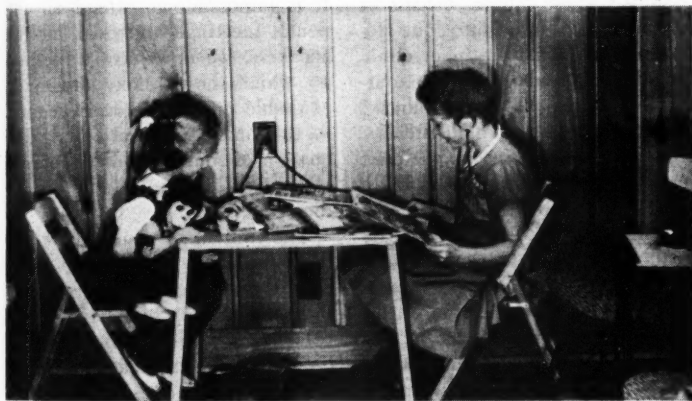
As you attempt to self-improve, build a list to check yourself against, such as:

1. Do I ever compliment a patient?
2. Do I keep my relationship with the patient on a professional basis?
3. Do I use the power of suggestion when appropriate?
4. Do I talk about the patient's interests?
5. Do I concede a minor point to make a major point?
6. Do I continually plant ideas in the patient's mind to lay the groundwork for future acceptance of the best in dentistry?

Remember, as some sage put it: "A gossip talks about others; a bore talks about himself; a brilliant conversationalist talks about you."

*Washington University
St. Louis 5, Missouri*

Author's Note: If you find this article helpful and stimulating, then you probably would profit by reading Chapter 6 of John M. Wilson's book, *OPEN THE MIND AND CLOSE THE SALE*, published by McGraw-Hill Book Company, New York, 1953, Price \$3.75.



DOCTOR Wilmer B. Eames, Glenwood Springs, Colorado, has a unique idea for keeping children busy and contented in the reception room. Two sets of earphones provide entertainment through a selection of children's records, which are played by the receptionist in the adjoining office.

These "45" records are available with music and stories and the children can look at magazines while listening. This gives the mother a chance to relax while waiting and also keeps the children interested while she is in the operating room.

Attending A Dental Clinic in Your Own Home

***High-fidelity recordings now make it possible to keep up with
progress in modern dental techniques.***

BY SANFORD NEUGER, DDS

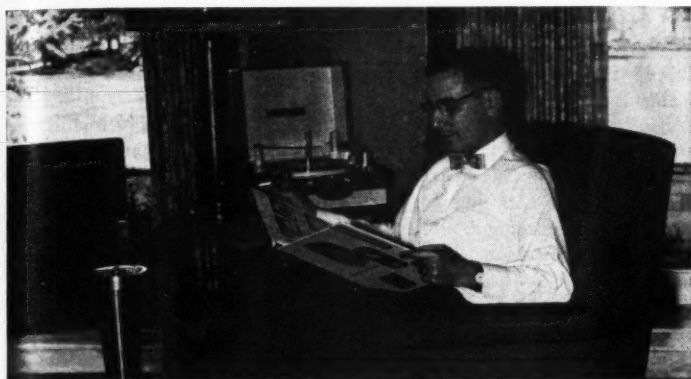
RECENTLY there has been introduced to the dental profession a new method of study. I am referring to the CLINICS ON RECORD albums.¹ These albums consist of approximately one-hour long recordings on some pertinent clinic techniques presented by the outstanding clinicians in the country. Each clinic has a high fidelity RCA long-playing record enclosed in a well-constructed, beautifully illustrated album. In the album is a series of twenty-four large, clear, textbook style photographs. These photographs illustrate the important step-by-step clinical procedures as they are discussed by the clinician. During the discussion, the listener feels that he is witnessing an actual clinical demonstration.

What then does this mean to the general practitioner? In this day of the hectic racing about of which we are all guilty, one has all he can do keep up with the responsi-

bilities of his practice, much less keeping abreast of the modern dental techniques. Here then we have a means of bringing the best clinicians into our homes and offices at our own convenience. Since it is impossible to attend all the dental meetings and hear all the speakers, we now have a method by which the speakers are made available to us wherever we are. At this time, I feel that a brief discussion of some of the advantages of the new method of study is indicated.

The individual dentist now has the opportunity to listen to these clinicians during his leisure hours in his own living room. If for any reason some point is not clear, the listener can replay that portion or the whole record as often as he desires. Many dentists belong to small study groups where they discuss their mutual problems and techniques. These records can be used to augment this discussion and also to supplement their professional speakers' program. The albums can also be utilized in a similar manner by local dental

¹Professional Clinics of the Month, Incorporated, 515 Bankers Trust Building, Indianapolis 4, Indiana.



Doctor Sanford Neuger examines one of his Clinics on Record albums.

societies, obviating the expense of getting high-caliber clinicians. CLINICS ON RECORD may be used in dental school libraries and in regular dental courses as an audio-visual aid to the student, giving him a clear concise discussion of any given technique.

The practical aspects of these presentations are among their most important contributions to the armamentarium of the general practitioner. No longer is he posed with the problem of reading through many lengthy, dull, prosaic dissertations in order to develop one or two techniques that he can immediately put into use in his office. At present, three albums are available and three more are to be offered in the near future. Those available are Antibiotic Root Canal Therapy by Louis I. Grossman, DDS; Vital Pulp Therapy by Ralph E. McDonald, DDS; and

Repositioning of Drifted First Molars by Irwin Beechen, DDS. Each will now be reviewed briefly.

Since it is not the purpose of this review to discuss or criticize any particular technique, only a few of the more generalized observations will be made.

Antibiotic Root Canal Therapy: Doctor Grossman discusses a technique for treating and filling root canals using a poly-antibiotic procedure. Doctor Grossman presents his material as an at-the-chair experience. In doing so, he answers many of the common questions asked by a patient. The clinician emphasizes sterile technique, diagnostic tests, and simplicity of operation. His is a well-chosen method and in addition, he also discusses several other methods and many of the principles necessary for successful endodontic therapy. The illustrations have been well chosen

and, in addition, there is a listing of the formulas and sources of supply for the medicaments and material used.

Vital Pulp Therapy: Doctor McDonald presents several of the procedures for vital pulp therapy in practice. He covers briefly pulp capping, pulp curettage, and pulpotomy or amputation. The clinician discusses symptoms, indications and merits of each of the foregoing procedures. Again, this topic is presented as in the office experience, thus demonstrating patient handling, precautions normally given to the parents, and some of the problems in practice. In this album, Doctor McDonald is visited by another dentist, thus there is a lively discussion of many of the problems involved in these techniques. Some of the illustrations in this album are not too clear. This is due, however, to the fact that these are photographs of roentgenograms and such photographs commonly printed poorly.

Reposition of Drifted First Molar: Doctor Beechen's presentation deals with the repositioning of first permanent molars in mesio-version by the use of removable acrylic appliance. The appliance advocated is a removable bite plate with finger springs acting on the first permanent molars. The discussion with the parents on the problems and the fees involved, including the initial down payment and monthly payments, are unique in this album and well done. Diag-

nosis, patient handling, and other problems dealing with the failure to maintain space are included. The clinician wisely cautions the listener about recognition of the true problem. He reminds us that the use of this appliance is not to be confused with major orthodontic therapy, but it is rather as an aid to the general practitioner that this appliance is indicated. Both on the record and in the illustrations, there are excellent descriptions on the construction and clinical use of the bite plate. In addition, Doctor Beechen briefly touches on other possible uses for this appliance and suggests some uses for similar types of appliances.

To summarize, CLINICS ON RECORD is a modern audio-visual aid in keeping up with modern clinical dentistry in a manner that is simple to use and readily available. These albums offer us many advantages not now open to us by any other means. They are excellent, intelligent presentations on topics designed to interest the general practitioner and are presented by some of the outstanding leaders in their field. The high standards set by the available albums should be an indication of what we may expect of future albums. Thus, the dental profession has a new instrument for maintaining and improving the standards in the practice of dentistry.

4435 Mayfield Road
South Euclid 21, Ohio



PART III

BY GEORGE A. HOLMES, DDS, PhD

IT HAS been statistically tabulated that most of the dentists in the country are concentrated in large population centers.¹ Whether this is of their own choosing, or a result of the knowledge that even if they wanted to, they could not obtain licenses in better situated, lower dentist-to-population ratio states, is a question that will be answered only when present barriers no longer exist. It is conceivable that in a country accustomed to freedom of choice in location and occupation, dentists may have reasons for not following evident location opportunities other than a particular attachment to crowded urban centers.

A study of the location dilemma in 1949 led Harry Berlin to the following conclusions:

"The adequate distribution of dentists among the population is another problem that organized

*This third of a four-part series of articles discusses some aspects of the distribution of dentists and summarizes arguments in favor of interstate recognition of dental licensure.**

dentistry can help solve. This problem involves two aspects. First, it is necessary to get dentists to settle where their services are needed. Second, the dentist must have the freedom to go where he is needed and wanted. A solution to the latter problem would help greatly in solving the first problem."²

The belief that there are inadequacies in the management of den-

*This material is part of a dissertation developed by the author under the direction of the Department of Political Science of the University of Chicago.

¹The American Dental Association, Bureau of Economic Research and Statistics, *Facts About the States for the Dentist Seeking a Location*, Chicago, 1955.

²Berlin, Harry: *Can Organized Dentistry Meet the Challenge?*, *ORAL HYGIENE* 39:882 (June) 1949.

tal licensure is not confined to licensed practitioners who may wish to change location. If state barriers exist, then recent graduates of Class A dental schools may also be affected. A recent resolution of a regional conference of dental schools emphasized this phase of the problem by proclaiming that the "abnormally high" percentage of recent graduates who fail board examinations in some states interferes with the normal distribution of new practitioners and results in the loss of their services to the public. After delving into the superior academic and technical qualifications of today's students as demonstrated by the dental aptitude tests administered by the Council on Dental Education and noting that "these failures reflect adversely" on the competency and integrity of the faculties involved, the resolution states:

"We believe, therefore, that these events and circumstances call for a review of state board licensing philosophies and a modification of licensing procedures so that they will be more in keeping with the present educational development and objectives of American Dental Schools toward meeting the dental health needs of the citizens . . ."³

A few months later, the Dean of a dental school, quoting this resolution in part, expressed "urgent concern" over the fact that some state boards fail 40 or 50 per cent of the applicants, saying that "it

is high time that the profession evaluate carefully that administration of this licensure privilege which the public has granted us..."³

All dentists favor the retention of licensure administration by the profession. For this reason, the majority also favor the extension and simplification of licensing procedures. Proposals to accomplish this end will vary, depending on the individual practitioner's familiarity with constitutional means.

A most frequently discussed measure to achieve national reciprocity without infringement on the state's police power is the holding of a referendum among all of the members of the profession. Similar to the inclusion of dentists under Old Age and Survivors Insurance, which at first was opposed by dentistry, but later, as a result of a country-wide poll of the profession was accepted,⁴ it is argued that another such plebiscite would clearly and fairly establish the wishes of the people most concerned — the dentists themselves. Thus all states voting for the proposal would enter the reciprocal union, but states in which a majority of dentists vote in opposition could retain their present status by requiring all applicants, regardless of age and experience to submit to a new examination.⁵

³American Association of Dental Schools, Proceedings of the Thirty-Second Annual Meeting 32:57 (March) 1955.

⁴Transactions, 96th Annual Session. American Dental Association (1955) pp. 206, 209.

⁵Personal Communication from Jack Tatelman, DDS, 2400 North Harding Avenue, Chicago 47, Illinois, July 1, 1957.

The arguments on the side of interstate reciprocity in dental licensure may be summarized:

1. Character, education, and examination requirements are standard and uniform. Licensing barriers, therefore, no longer accomplish what they were originally intended for—to protect the public—if they are retained for the purpose of limiting the number of legitimate practitioners in a state.

2. Arguments against reciprocity stress the principle that licensing is for the protection of the public and not of the profession. They overlook the fact that the public is to be protected from the incompetent and the charlatan, and not from properly educated and licensed dentists, graduates of the same schools that were attended by the members of the board.

3. The continued maintenance of licensing barriers does not accomplish the purpose of public protection. On the contrary, by denying adequate dental service,

which a progressive profession is in a position to supply, these barriers militate against the public interest and convenience.

4. A uniform examination on a federal, intraprofessional, or state basis once taken, ought to be satisfactory.

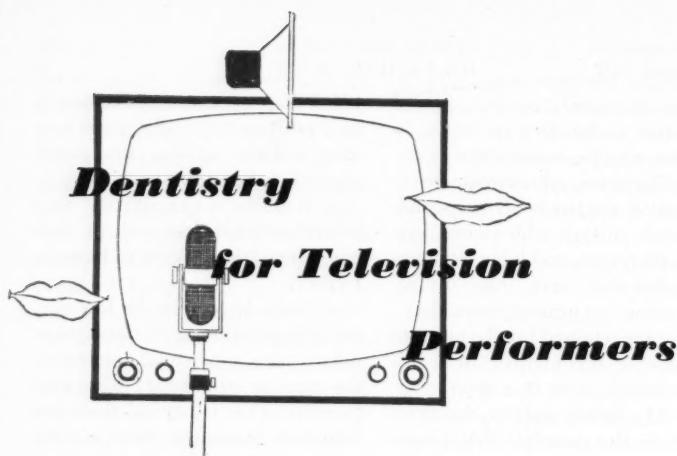
5. State boards in the low dentist-to-population ratio states ought not to take a personal interest in the reasons of dentists who wish to move. That is beyond their jurisdiction. Statements that only the incompetent or the morally unfit wish to move are distortions of fact. But even if they were largely true, the reasons of an individual for changing locations, other than a criminal record, ought not to concern anyone; statutory enactments do not confer upon administrative agencies the privilege of inquiring into the motives of applicants.

(To be continued next month)

55 East Washington Street
Chicago 2, Illinois

THE COVER

LOOKING across the East River from the southern tip of Welfare Island, the Headquarters of the United Nations and New York's mid-Manhattan skyline, represent an invitation to the Annual Greater New York Dental Meeting to be held December 9 through 13 at the Hotel Statler. The skyscraper houses the Secretariat's offices; council chambers and conference rooms are in the low building at the river's edge; and the General Assembly is in the dome building at the right. For reservations and information about the dental meeting please write to Charles A. LaBorne, DDS, Secretary, Hotel Statler, Room 106A, New York 1.—*Photograph courtesy of United Nations.*



BY HOWARD E. KESSLER, DDS*

YEARS AGO the problem of doing dentistry for motion pictures, radio, and other public entertainers was limited to a comparatively few members of the dental profession. Even with the advent of television, the challenge was still limited to a few dental practitioners.

However, now that television has reached such a wide scope, especially at the local city station level, dentists in much greater numbers are being called upon to care for these people who appear on the home screen.

In other words, more and more "ordinary people" are appearing on television and many of them

are becoming truly professional entertainers. Most of these persons are not the patients of "dentists for the stars"; they usually have a good, average dental practitioner, probably a man or woman in their neighborhood.

In giving dental treatments to these patients the first thing the dentist must bear in mind is the speech factor. The true quality of a person's voice does not always come through the television or radio microphone; it is but a filtrate controlled by the sound engineer. Here it should be stated that as to fidelity of sound broadcasting, television is not yet equal to radio.

This mechanized control of voice quality can take a weak voice and turn it into a strong, well-projected one. However, while this possible "strengthening" of a voice

*Doctor Kessler is dentofacial speech consultant for the Cleveland Public School System; trustee for the Cleveland Hearing and Speech Center of Western Reserve University; lecturer, The School of Dentistry of Western Reserve University.

The average dentist is now responsible for the "TV esthetics" of his patients.

occurs, it also intensifies speech defects such as lisping, and the phonetic defects of certain dentures and calls more attention to them.

Here is where the dentist plays an important role. If he is making a fixed upper anterior bridge for a television entertainer who does not have defective speech, he should be careful in designing and carving the case, so that the patient does not end up with a speech defect. He should shape the linguals so that he maintains the patient's normal sibilant aperture.

If he is making a full upper denture for a patient of this type, he should abide by the suggestions of some of those who have done research in this field.¹

Another factor which television has brought to our attention is appearance. We could call it "TV esthetics."

The television camera is merciless. Artificial upper anterior teeth sometimes look too large because the performer is using a mechanical, forced smile due to the fact that he does not know what is go-

ing on. When the performer is "on camera" it is not always possible to hear well, so a posed smile results. Consequently, the upper anterior teeth should not be oversized.

During camera close-ups the singer may open his mouth in a natural singing mannerism of tilting the head back a little and anterior metal backings or posterior full gold crowns may show. Although it can affect both, this is more prevalent with classical singers than it is with crooners. The crooner puts his personal style above volume and production, while the operatic singer bases his performance upon good resonance and sound concert stage procedure.

As we have stated before, "The mouth is the instrument for speech. The dentist is the specialist of the mouth. Some dentists do not fully realize that their specialized knowledge of the human body can be used to correct defective speech, and to maintain the normal speaking ability of their patients."²

If he grounds himself with some knowledge of speech and gives some thought to TV production technique, there is no reason why the average dentist should shy away from treating a patient who happens to be a television performer.

*The Park Building
Cleveland, Ohio*

¹Kessler, H. E.: Phonetics in Denture Construction, *JADA* **54** 347-351 (March) 1957.

²Kessler, H. E.: Improving Speech—Dentistry's Opportunity, *ORAL HYGIENE* **45**:956 (August) 1955.



Doctor Frank M. (Bud) Taylor (left) with Harvie Ward of San Francisco, National Amateur Golf Champion for 1955 and 1956.

There's A Dentist on the Walker Cup Team!

BY HELEN HOUSTON BOILEAU

Californian wins top honors and now will turn to golf only as a means of pleasure and relaxation.

DOCTOR Frank (Bud) Taylor, Jr. a Pomona, California, dentist has recently achieved the distinction of playing on the ten-man Walker Cup team, the dream-goal of serious-minded amateur golfers.

For nearly twenty-six years, Doctor Taylor has been playing golf and during the last five or six years has managed to come out on top in nearly every local and regional golfing tournament. He has been a finalist in the California Amateur Championship matches for the last five years in a row, and has won it three out of these five times.

At the same time he has been rolling up a record as a first ranking amateur golfer, Doctor "Bud" has been building up his professional practice in the same town, Pomona, where his father, Doctor Frank Taylor, Sr, is also a dentist. Building up a vocation and an avocation of this rank at one and the same time is quite an achievement.

Doctor Taylor's record in amateur tournaments in California and the Pacific area has been outstanding over the past ten years. However, with the exception of the National Dental Championship which he won in 1949, he has seldom entered in national competition

play and so needed to add some top national honors to round out his record and put him in line for consideration for the Walker Cup team.

With this in mind, Doctor "Bud" has entered three national events during the past year.

He was the low qualifier for the California district in the Toledo National Open; a semi-finalist in the North and South Amateur Championship at Pinehurst, North Carolina; and thirteenth in the Masters Tournament at Augusta, Georgia.

Thirteen proved to be a lucky number in this last case, for it was shortly after this that he was selected to be one of the ten American amateurs on the Walker Cup team, which meets the top ranking British amateur golfers in the yearly classic closely followed by amateur golfers in both countries.

Members of this American top amateurs team are selected on the basis of their records over the past ten years and their ability to stand up under the pressure of tournament play. It is rather remarkable when a man in so time consuming a profession as dentistry can produce a record, which merits consideration for such a team, let alone selection. Only fellow golfers can appreciate the long hours that must have been spent in golf practice after his daily office routine was finished.

How has Doctor Taylor man-

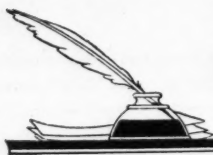
aged? It has been hard, he admits. "I seldom get to play more than two or three times a week—usually week ends—and that isn't enough when you're playing tournament golf." To augment this, Doctor Taylor has been getting up at the crack of dawn to get in some practice before office hours, and many an evening he returns to the links after having seen his last patient.

Now, having achieved his goal, the Walker Cup team, Doctor Taylor has no further aspirations for national honors. After the meet last August 30 and 31 at the Minnikahda Club in Minneapolis he decided to cut down on national competitions and confine himself to week-end golfing and local tournaments. "This national competition takes too much of everything—time, energy, and money!"

From now on, golf will be strictly for fun and relaxation. As an active hobby and diverting sport, Doctor Taylor feels that golf is an ideal balance wheel for one in such a confining and intense profession as dentistry. Office worries just naturally seem to disappear once you are concentrating on your golf game, he says. "It's hard to worry about a bridge when you're trying for a birdie!"

19538 Cortez
Covina, California

EDITOR'S NOTE: Doctor Frank Taylor reached the final round of the amateur championship of the United States Golf Association at Brookline, Massachusetts, where he lost to Lt. Hillman Robbins, 5 and 4.



EDITORIAL COMMENT

"Give me the liberty to know, to utter, and to argue freely according to my conscience above all liberties." *John Milton*

ECONOMIC DEATH AND TAXES

THE EDITOR of *The Journal of Commerce* has suggested a test that businessmen might apply to their present attitudes toward economic affairs. The questions were formulated to "help in measuring the current degree of uneasiness, discontent, and restiveness among businessmen."

Some of the questions would not apply to dentists but, in general, dentists as "little capitalists" may wish to test themselves.

Here are four of the questions from *The Journal of Commerce* that apply to anyone who manages his own business, including the dentist:

"1. Are you getting more and more resentful over mounting cost pressures (profit squeeze)?

Yes.....

No.....

"2. How often do you catch yourself thinking, 'What's the use of knocking one's brains out? What with the profit squeeze and high taxes?'

Often.....

More and More.....

Occasionally.....

Never.....

"3. Are you on the warpath to lighten up on expenses in your company [dental practice]?

Yes.....

No.....

"4. Are you alarmed over the observation that never in our life have so many acquired so much so fast?

Yes.....

No.....

A little....."

The answers to the first three questions will indicate the attitude of the dentist toward the *internal affairs* of his practice. The

answer to the last question will reflect his degree of *social* awareness.

Most dentists will admit that their outlays for rent, salaries, laboratory and other services and their own living expenses are out of line with their fees. Dentists may be handling more money than they did five years ago, but their net income is probably less. The same situation holds throughout economic society. Virtually everyone is caught in the mounting cost pressure or profit squeeze.

The measure of success of any business is the amount of money that remains in the pocket, the till, or the treasury of the producer after all expenses are paid. The mere handling of money is not a measure of profit. Many people are drugged into a feeling of false prosperity by the experience of touching money in transit from the payer on its way to the tax collector or the suppliers of merchandise, goods, or services.

The dentist, in common with every other producer of goods or services, would like to keep a little more of his earnings for himself. He would like to have the opportunity to spend his earnings for the things that he might choose himself, rather than have his pattern of spending determined by the compulsory action of the tax collector.

Government in all its forms extracts more than one-third of the yearly earnings from the average citizen. We work from the first of the New Year to the first of May to pay our taxes. General Douglas MacArthur in another *Journal of Commerce* article has written: "Taxes have grown so rapidly in recent years that now they are the largest single item in the cost of living. Americans will pay for government this year more than they spend for food, clothing, medical care, and religious activities combined."

Until government spending and taxes are reduced all dentists and most other producers are faced with an overpowering degree "of uneasiness, discontent, and restiveness."

Edward J. Ayer



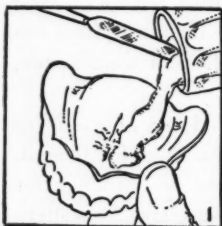
TECHNIQUE of the Month

Originated by W. EARLE CRAIG, DDS

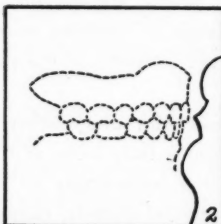
Stabilizing the Upper Denture and Eliminating Sore Spots

BY BERNARD F. GOODMAN, DDS

Drawings by Dorothy Sterling



Mix one of the new silicon materials such as Lasticon® as directed on the container. Apply to the denture as though a reline impression were to be taken.



Insert the denture and have the patient close in centric occlusion, swallow, and keep the teeth in contact for three or four minutes.



Remove denture. Use an indelible pencil to mark spots where impression material has rubbed through or thinned out.



Remove the silicon material and reduce the marked areas with a large round bur or stone. Denture will settle into place. Retention, stabilization, and comfort are greatly increased.

Note to Contributors

We invite dentists to submit material for this page. \$10.00 will be paid for each technique used. It is not necessary to make finished drawings—or even sketches—if you explain the procedure clearly, in detail, in your letter. Submit material to:

Technique of the Month,
Oral Hygiene,
1005 Liberty Avenue,
Pittsburgh 22, Pennsylvania

Q ASK Oral Hygiene A

Please communicate directly with the department Editors, V. Clyde Smedley, DDS, and George R. Warner, MD, DDS, 1206 Republic Building, Denver, Colorado, enclosing postage for a personal reply.

Exposure to Radiation

Q.—In the last several weeks I have had an ever increasing number of patients question me regarding the danger of radioactivity in connection with the taking of dental roentgenograms. One patient even brought in the article entitled, RADIOACTIVITY IS POISONING YOUR CHILDREN, published six months ago in *McCall's* magazine, for me to read.

Patients, it seems, are becoming alarmed because of articles which have appeared in various magazines. I should appreciate any comments you have regarding this matter. What should we tell our patients?—E.M.B., Kansas

A.—The question in your letter is most pertinent, both because of the articles in relation to the possible dangers of too much exposure to x-ray radiation appearing in lay publications and because of the far-reaching implications of exposure to all types of atomic radiation.

We are all exposed to radiation of various types but, so far as has yet been determined, we are not suffering any ill effects, even after the "fall out" incident to the testing of atomic bombs.

In a recent article I found this statement quoted, "To avoid production of an erythema of the skin, no single area of the face should be exposed to more than 110 r

(measured in air) in any two-week period."¹

People generally do not know just what the danger of too much x-ray exposure might be. But whether they fear burns of the face or damage to the reproductive organs, they should with the foregoing quotation read the following: "The average dental x-ray delivers five roentgens to the patient's jaw, but only five thousandths of a roentgen of stray radiation to more remote parts of the body such as the gonads."² It would seem from these quotations and from the mass of similar material in the literature that there is little if any danger to the patient in having dental x-ray examination made. That is what I tell my patients.—G. R. WARNER

Zinc Chloride

Q.—Will you please let me know the accepted value of zinc chloride in the prevention of dental caries in the teeth of an adult when applied directly to the teeth and then burnished?—W.I.H., North Carolina

A.—For many years we burn-

¹Richards, A. G.: Roentgen-ray Radiation and the Dental Patient, *JADA* 54:476 (April) 1957.

²Editorial, Dental Roentgenography: Patient's Fears Unfounded, *JADA* 53:361 (September) 1956.

UNITED FUNDS, INC.

A Mutual Investment Fund

Check (✓) for the prospectus and descriptive literature you would like to receive:

- ☐ United Science Fund
☐ United Income Fund
☐ United Accumulative Fund
☐ United Continental Fund

WADDELL & REED, Inc.

Principal Underwriters

Offices Coast to Coast
 20 WEST 9th, KANSAS CITY 5, MO.
 40 WALL ST., NEW YORK 5, N.Y.

LAKE SHORE *Lifeline* Aluminum Signs

Your Professional
 INVITATION

- NEAT
- DIGNIFIED
- PRICED RIGHT

WRITE FOR FREE CATALOG!

LAKE SHORE MARKERS
 654 WEST 19th ST, ERIE, PA.



Nyko? I've Been Boosting it for 30 years!

Favored by dentists since 1925, NYKO Denture Cleansing Powder cleans with safety, keeps plates wholesome, removes nicotine stains. Uniquely different in formula and results. Send for samples.



NYKO, Inc. 415 W. Chicago Avenue
 Chicago 10, Ill.

Send for samples of Nyko Denture Cleansing Powder.

Dr. _____

Address _____ City _____

ished zinc chloride onto sensitive exposed dentine or cementum surfaces to reduce sensitivity, but we never considered it of value as a preventive of dental caries. Recently we have found that either Bily's fluorine paste formula or Thermodent® is more effective in reducing sensitivity.—V. C. SMEDLEY

Geographic Tongue

Q.—While reading a magazine on oral hygiene recently I read something about a geographic tongue. What is its relation to cancer of the tongue and what are the symptoms?

Is a burning sensation of the tongue called a monilia infection and what is its nature? Does it affect one side or both sides of the tongue? Could a person be allergic to plastic dentures? —D.M.S., Washington

A.—Joseph L. Bernier's book, "The Management of Oral Diseases," contains a comprehensive chapter on Geographic Tongue. The authors report no connection with cancerous lesions. The pattern varies greatly with usually no symptomatology in which case no concern should be exercised. If ulceration occurs or a burning sensation is present they can be treated accordingly.

Monilia albicans, which sometimes affects the membrane under dentures, is a fungus type of infection similar to athlete's foot.

Monilia infection of the tongue is usually found on the dorsal (top) surface. It is whitish in color and is not likely to be accompanied by a burning sensation. Squibb's Mycostatin® is the best remedy for Monilia infection.

Allergy to denture plastic is rare.—V. C. SMEDLEY

(Continued on page 72)

sitive
n sur-
ut we
as a
cent-
Bib-
a or
ve in
MED-

e on
thing
is its
and

ongue
at is
le or
per-
? —

ook.
Dis-
sive
gue,
ction
tern
no
e no
. If
ning
be

ome-
nder
fec-

gue
rsal
olor
nied
bb's
for

is

new

BELLEVIEW TOWEL DISPENSER

Here's an attractive, easily installed wall unit of durable, chip-proof plastic. Its quick-clean, satin finish won't scratch or discolor.



almost "hands the towel to you"

and NEW BELLEVIEW TOWELS

- soft, absorbent
- neat, disposable
- eye-ease green
- 4-ply facial tissue

DENTAL DIVISION

Johnson & Johnson

07457



forever Picking Fault?

No matter how perfect the workmanship, the ultimate success of that "third set of teeth" depends to a large extent on the patient's ability to adapt herself to unnatural dentition. When awkwardness and apprehension persistently lead to complaints of discomfort and instability, there is danger that all your skillful work may be largely wasted.

For such patients, emotional support in the form of sympathetic understanding, plus practical aid in the form of Wernet's Powder, can help greatly to build up self-confidence. The soft, resilient cushion of Wernet's Powder increases retention and stability, absorbs shocks, and distributes unaccustomed pressures over a wider and less sensitive area.

For patients with anatomical difficulties, such practical assistance is indispensable. By all patients, it is deeply appreciated.

BLOCK DRUG CO., INC., JERSEY CITY 2, N.J.

FOR PROFESSIONAL SAMPLES

WERNET DIVISION
BLOCK DRUG CO., INC.
JERSEY CITY 2, N.J.

Please send me professional samples of
Wernet's Powder. **Dept. 37-1**

Dr. _____

(PLEASE PRINT)

Address _____

City _____ Zone _____ State _____

WERN

THE PROBLEM

MAY BE

THE PATIENT

NOT THE
DENTURE!

*Speeds the
Mastery
of the
Denture*



**WERNET'S
POWDER**

WERNET DENTAL LORE

NOVEMBER, 1957

Claudius Ash, an English silversmith who became interested in making artificial restorations around 1830, was the first laboratory mechanic in dental history. When he first began to make teeth, it took him six weeks to rivet human teeth to a plate of ivory or hippopotamus tusk. He then began experiments with "French Beans," the name given to the early examples of porcelain teeth, in an attempt to perfect their workability. Later he began to manufacture teeth for the profession, and the company he founded still continues to the present day.

* * *

The Spanish Moor Abulcasis, born near Cordoba in 936, was one of the great exponents of dental surgery in the Middle Ages. No part of dental prophylaxis was too trivial to escape his attention as the following instructions on the scraping of teeth indicate: "If a first scraping is sufficient, so much the better; if not, thou shalt repeat it on the following day, or even on the third or fourth day, until the desired purpose is obtained. In fact, the scalpel with which the teeth must be scraped on the inside is unlike that with which thou shalt scrape the outside. Therefore, thou must have all this series of scalpels ready, if so it pleases God."

* * *

The government of India is seriously striving to improve the economic well-being of its people through modern agricultural techniques. One of the products which is helping India achieve greater economic prosperity is also contributing to the oral well-being and prosthetic comfort of millions of denture wearers in this country. This product is Karaya Gum which comes from the Sterculia tree of the Indian forests, and which serves as the basis for Wernet's Powder.

Gagging Reflex

Q.—I have a patient who gags easily; it is a problem even to restore a tooth further back than the 1st bicuspid area. She has an unusually large tongue, which is so sensitive that the minute it touches the mirror or any instrument she gags violently. Do you have any suggestions that may help this patient? She smokes and I believe that helps to bring on the gagging.

The next problem is this. I have a patient who has a procaine reaction each time it is used. Now I need to use a special anesthetic solution that will give me a prolonged effect so I can prepare the upper two central incisors for jacket crowns. I have used this solution before, and she develops a faintness, pallor, and rapid pulse for a few minutes. So far I have not used an emergency cartridge as she "snaps out of it." Is there a solution you could recommend better than the one I mentioned that possibly may be better toler-

ated, or would it be better to use this solution and then follow with a cartridge of caffeine sodium benzoate? Also can this emergency cartridge be used more than one time during the appointment if additional procaine has to be used?—T.G.P., Georgia

A.—As a roentgenologist, the gagging reflex is one of my problems. I have used various expedients over the years, including psychology. Topical anesthetic sprays work pretty well but I am presently having the best success with xylocaine ointment. Generally I have found that those who gag under the tongue are the hardest to control. Strangely enough, I had to x-ray the mandibular teeth for a woman just this morning. She announced at once that she was a gagger, particularly with services

Dentistry for children

You perform a valuable health service, when you care for children.

Although many child dental problems will always require the attention of specialists, Family Dentists can help in many instances. Now, using Rocky Mountain's prefabricated materials, you can extend highest quality dentistry to more children... And you can provide these services in a fraction of the time formerly required for such treatment.

Contact your R.M. Dealer for information, or arrange to attend one of Rocky Mountain's new Film and Product Education Programs.

ROCKY MOUNTAIN Metal Products Co.

1450 Galapago St. • P.O. Box 1887
Denver 1, Colo.



for the "lower jaw." So I immediately spread xylocaine under her tongue with my finger, having to fight the gagging in the process. However, I started x-raying the incisor teeth and when I placed the films for the molar exposures there was no trouble whatever.

The use of procaine for prolonged anesthesia is all right and the reaction of the patient with pallor, faintness, and rapid pulse is not necessarily the result of the type of anesthetic used. Such reactions may come from too rapid injection of the anesthetic, a sensitivity to the anesthetic, or a psychologic reaction to the use of the needle. In some such cases premedication with one of the barbiturates is recommended.

"Caffeine and sodium benzoate is useful in collapse such as may occur from the infection of a local anesthetic, since it causes an increased flow of blood which may result in the rise of blood pressure and a stimulation of respiration. When used for this purpose it should be injected intramuscularly."³

It is questionable if it should be used more than once during an appointment.—G. R. WARNER

DEAR ORAL HYGIENE

Latex Ligatures

I regret to complain that your TECHNIQUE OF THE MONTH for September
(Continued on page 74)

³Accepted Dental Remedies, 21st Ed, American Dental Association, 1956.

ORTHODONTICS

- The next postgraduate course in orthodontics for the general practitioner will start on January 6, 1958.
- A limited number of applications can still be accepted.
- For further information write:

THE DEWEY SCHOOL OF ORTHODONTIA

Dept. H

17 Park Avenue, New York 16, N. Y.

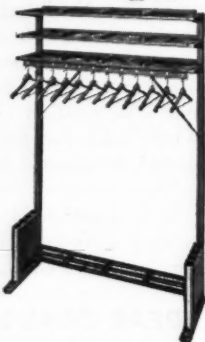
Chartered by The Board of Regents of the University of the State of New York.

The OFFICE VALET

End Wraps Problems

- KEEP WRAPS AIRED, DRY AND "IN PRESS."
- SAVE FLOOR SPACE.

Provide check-room efficiency. End locker room evils—fit in anywhere. Accommodate 3 (or 6) persons per running foot—coats, hats, umbrellas, overshoes. Lifetime welded steel construction. Modern baked enamel finishes.



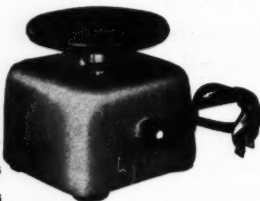
Write for Catalog OV-505

VOGEL-PETERSON CO.
1121 West 37th St. • Chicago 9, Ill.

TOOTHMASTER

ALL PURPOSE INVESTMENT VIBRATOR

- 3 SPEEDS**
calibrated
•
For Inlays and Crowns
•
Partials and Bridgework
•
Heavy-Flasks and Stone Models



- Vibration adjusted to obtain maximum density and eliminate bubbles. Insures accurate castings.

ENGINEERED for

- All-purpose dental use
- Heavy duty usage
- Years of trouble-free service
- No jumping or creeping
- Quick cleaning

Price only \$21.50. See your dealer or write

The TOOTHMASTER CO. RACINE, WIS.

1957, "Using Latex Ligatures to Correct Tooth Spacing and Alignment (Children or Adults)" by Newman D. Winkler, DDS, is undesirable, unscientific, and unnecessary, in the United States.

Moreover, it is misleading to the inexperienced, who might be embarrassed to find that any latex ligature under tension will tend to bury itself under the gum, causing an uncomfortable inflammation.

I have heard of the latex ligature under considerable tension being used to enucleate a tooth for a hemophiliac, as a method supposed to avoid excessive bleeding.

I would suggest further inquiry into this subject.—D. S. STERRETT, DDS, 549 West Eighth Street, Erie, Pennsylvania.

Correction!

Anent my letter in the September issue of ORAL HYGIENE describing the case of the ovarian tumor, you spelled my name wrong—called me "Derstien" instead of "Ruskin." You are generally so correct—how come? — A. RANDALL RUSKIN, DDS, 140 Lockwood Avenue, New Rochelle, New York.

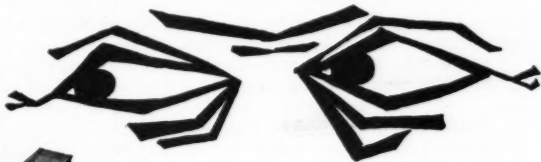
There is no explanation except a mental blackout on a warm summer day. Our sincere apologies! We will also excuse you for saying that we called you "Derstien." Just to keep the record straight—it was really "Derskin."—The Editor.

WHEN YOU CHANGE YOUR ADDRESS

When you change your address, please always furnish your old address as well as the new one. If your post office has zoned your city, the zone number should be included. Please send address change promptly to ORAL HYGIENE, 1005 Liberty Avenue, Pittsburgh 22, Pennsylvania.



NOW...ATARAX RELAXES NERVOUS PATIENTS



ATARAX saves chair-time lost to "drill-consciousness" or chair fear. For patients who are resistant . . . nervously talkative . . . for those who require long procedure preparation . . . and restless children . . . ATARAX brings peace-of-mind calmness in the dentist's office.

SAFELY: "The digestive and general tolerance was perfect."¹ And ATARAX does not cause mental fogging. After his appointment the patient returns to his job

or classroom with a clear mind. Safe for children, too.

SWIFTLY: ATARAX generally takes effect within 15 minutes.

FLEXIBLY: Pleasing ATARAX Syrup particularly suits office needs. Two tsp. (20 mg.) usually soothes patients within 15 minutes; a single 25 mg. tablet achieves the same effect. Or you can prescribe 5 or 10 ATARAX Tablets for the patient to take at home. Suggest one tablet 2 or 3 hours before each visit.

1. Bayart, J.: International Congress of Pediatrics, Copenhagen, Denmark, July 22-27, 1956

PEACE OF MIND ATARAX®

(BRAND OF HYDROXYZINE) Tablets-Syrup

Send in the coupon for free samples, Rx pads, and descriptive literature.

To: Box D, J. B. Roerig and Company, 800 Second Avenue (at 42nd Street)
New York 17, N. Y. (Division, Chas. Pfizer & Co., Inc.)



New York 17, New York

Name: _____ Samples ☐

Rx Pads ☐

Address: _____ Literature ☐



Dentists in the NEWS

Philadelphia (Pennsylvania) Bulletin: Doctor Thomas P. Fox, professor of oral medicine at Jefferson Medical College, has been promoted to the rank of brigadier general, Dental Corps, Army Reserve. He is the first dentist to receive this rank in the Reserve.

Hartford (Connecticut) Courant: "Champion Mushroom Picker of the East," is the title bestowed on Doctor James Z. Gailun by his friends in Hartford. In reality, he is a micologist, a scholar in the field of mushrooms. Doctor Gailun inherited the traditional European love of mushrooms from his father. As a young boy he joined his father to roam the Connecticut woods and meadows and bring home rare specimens. About ten years ago he revived this childhood pleasure in a scientific way, collecting rare books on mushrooms and joining the distinguished Boston Micological Society.

Doctor Gailun delights in identifying each rare specimen, and finds the long mushroom hikes more fun than golf—particularly when his wife and children join the excursion and picnic on broiled or fried mushrooms. However, he warns that this hobby is only safe for experts. Those who try it must know their mushrooms!

Birmingham (Alabama) Post Herald: Major Tomas Garcia of Bogota, Colombia, has been sent to the United States by the Colombian Army to study oral medicine for three years. Earlier this year he studied at the University of Michigan, and recently arrived at the University of Alabama Medical Center

accompanied by his wife, Señora Teresa de Garcia, to continue his studies.

The major said he took part in battles in Korea and was sent to the Mid-East during the Suez trouble. Colombia was the only country in South America to send troops to Korea and the Mid-East, he said.

Kansas City (Kansas) Times: After 29 years of practicing dentistry, Doctor Lester Blender has been forced to retire because of the progressive disabling effects of multiple sclerosis. But with the aid of his wife and music, Doctor Blender still leads a full life. He recently set up an elaborate hi-fi system in his home, which consists of 10 high quality speakers installed in one wall of the living room, two 40-watt amplifiers in a remote location in the basement, two complicated control centers, a stereophonic tape recording and reproducer, and a transcription turntable for disc records.

Houston (Texas) Post: Newly elected chairman of the 19-county Houston area chapter of the National Multiple Sclerosis Society is Doctor Ott L. Voight.

New York World-Telegram: Doctor Anson G. Hoyt of Rumson, New Jersey, commodore of the Shrewsbury River YC, is regarded as one of the Nation's top predicted log racing experts. "It's the only competition available in cruiser power boating," says Doctor Hoyt. In predicted log tests the skipper is required to forecast the over-all elapsed time it will take to complete a course, as well as the time needed to complete



D-820. Five tray width
—eight drawer mobile
cabinet, fully equip-
ped—\$265.00

50 models to choose from
in the Certified family
of fine ALL STEEL, quality-built
LABORATORY & OPERATORY CABINETS
... and they are priced low!

not 1 . . . not 2 . . . but

FIVE MODELS in the 9-DRAWER LINE

FIVE MODELS in the 8-DRAWER LINE

FOUR MODELS in the 7-DRAWER LINE

ELEVEN MODELS in the SINK-CABINET LINE

FIVE MODELS in the WALL-CABINET LINE

plus many others

**SEND FOR CATALOG
& PRICE LIST**

**CUSTOM BUILT
INQUIRIES INVITED**

Submit rough plan of
cabinet requirements and
space and we will send
you layout and estimate.
No obligation, of course.
Nearest Dealer on Request

***Certified* PRODUCTS, INC.**

41 Van Buren St. • Newark 5, N. J.

Designers and Manufacturers of the Finest Professional Cabinets

VISIT US AT BOOTH M 13 GREATER NEW YORK DENTAL MEETING DECEMBER 9-13



**prevent
gagging**

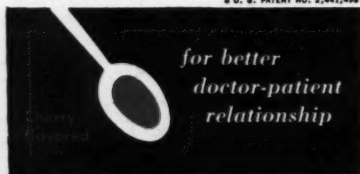
XYLOCAINE®
(brand of lidocaine*)
VISCOUS

Before taking x-rays and impressions, administer one or two teaspoonfuls of XYLOCAINE VISCOUS; instruct the patient to swish it around in the mouth for a few seconds before swallowing. Allow 3-5 minutes waiting period after swallowing.



Astra Pharmaceutical Products, Inc.
Worcester 6, Mass., U. S. A.

U. S. PATENT NO. 2,441,498



each leg, all without a watch. The one with the lowest percentage of error is the winner.

Hartford (Connecticut) Courant: After practicing dentistry for more than half a century, Doctor William E. Neff became seriously ill about sixteen years ago, and retired. He now lives in the house in Chaplin, which he previously used for his hunting and fishing lodge. Besides the house and home plot, there are 18 acres and trees, including black walnut and butternut. As a convalescent, Doctor Neff decided to utilize what was at hand. Following a series of experiments, he began fashioning pendants, earrings, bracelets, buttons, and other articles. He cut them out and then polished them on his dental lathe, until they were burnished to a beautiful patina. He has used peach stones effectively also. Now recovered, he also maintains a dental office at home.

Clarksburg (West Virginia) Grit: Toothpick engineering has been the hobby of Doctor M. R. Stein, of New York City, since he was 12. He makes accurate models by gluing the toothpicks together in an amazingly intricate series of designs. One of his creations is a ferris wheel made up of 27,000 toothpicks. Each of its 24 cars swings on a pivot and maintains a horizontal position. A collar button as a supporting bearing turns the wheel.

Miami (Florida) Herald: Doctor William Palmer, an instructor in the Dentistry School of the College of Medical Evangelists in Loma Linda, California, and Robert L. Cole, and Paul Williams, senior students in the college, recently arrived in Lima, Peru, to conduct a survey of the effects of nutrition on primitive people of the Amazon region. They will attempt to find means of alleviating diseases the Indians acquire through association with modern civilization. They are financing their own transportation to South America to conduct their mission, which will be a new pilot project of the world-wide medical system maintained by Seventh Day Adventists.

(Continued on page 80)



The use of these *smaller* MINIMAX X-RAY FILMS prompts the praise of patients and parents. They're made with great care not only for little tots but to be used in difficult adult situations and constricted arches. With them wide variations in exposure techniques can be worked out. They're made, you see, to make it easier for you to get radiographs of exceptional brilliance, clarity, and consistent uniformity . . . under a wide variety of conditions.

Bitewing* X-Ray Films Posterior Type 3

...Increasingly popular also are Minimax Bitewing X-ray Films made with an ideal size wing for the patient to bite and hold in position.

These two sizes of films are available in **EXTRA FAST** and **INTERMEDIATE** speeds . . . one film per packet. You will enjoy the exposure latitude available to you in Minimax Children's Bitewing and Standard Size X-ray Films. Next time order Minimax Films and see for yourself.

THE **MINIMAX** CO.

5905 N. Clark Street, Chicago 26, Illinois
Export Sales: The Minimax Exporters
136 W. 52nd St., New York 19, U.S.A.

Have you used Minimax Alloy lately?
A pleasant surprise may be in store for you

*1 1/4 inch by 2 1/2 inches

From Lima, the scientists will fly to Iquitos, where they will make their base. They will travel up and down the Amazon using some of the 17 medical boats maintained by the Adventists to make periodic visits to the tribes and administer to them.

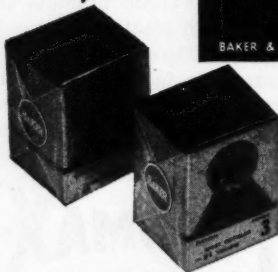
Albuquerque (New Mexico) Journal: Three Latin American dentists, Doctor Victor Lopez of Mexico, Doctor Otto Menendez of Guatemala, and Doctor Henry Lopez of Costa Rica, were in Albuquerque recently to observe oral health activities in the United States Public Health Service's Indian Health program. They are among six dentists from foreign countries who recently completed a postgraduate training program leading to a master's degree in public health at the University of Michigan. They are particularly interested in dental services provided for Indians by the PHS because of the similarity between this program and those in their countries.

Newark (New Jersey) Star-Ledger:

Although Mrs. Renny Georgiewa of Bulgaria managed to support her four daughters after the death of her husband and graduate with honors from the college of dentistry at the University in Munich, Germany, continuous misfortune, including temporary blindness and paralysis, has prevented her from attending dental school in this country for the necessary three years in order to obtain her license.

She has now decided to put aside her wish to practice dentistry here, and give two of her daughters a chance to fulfill their ambitions to become dentists. At their mother's insistence Katja and Mimi applied to Seton Hall University College of Dentistry in Jersey City, and recently were informed of their acceptance. Almost simultaneously Mrs. Georgiewa received an offer to open a practice in Europe. "But I could not go and leave my daughters," she said. "They need me. I will keep house, and in the fall I hope to have a job to help support them. The only thing is, I cannot go down the basement where my

(Continued on page 81)



NEW INTRODUCTORY OFFER

5 popular Powders, 2 Liquids, Cavity Lining, Surface Fixer, Bundle of Celluloid Strips, and a Shade Guide value \$25.85 for \$19.85.



PERFECTED BY THE MAKERS OF ARISTALLOY

You can easily make permanent Tooth Color Fillings with Baker Filling Porcelain. It should be mixed to a thick putty like consistency, piled up on the slab and hit with the spatula several times as hard as you can. This "stinging" action completely saturates the powder with the liquid. It definitely expands under moisture and seals the cavities. It has a disintegration of less than 0.7%.

Guaranteed to pass
A.D.A. specifications No. 9.

**BAKER & CO., INC. 850 PASSAIC AVENUE
EAST NEWARK, N. J.**

ENGELHARD INDUSTRIES





No 500

OZIUM

NEW
PATENTED METER
VALVE ASSURES
500 INDIVIDUAL
SPRAYS

Glycol-ized **AIR CONDITIONER**



An invisible vapor-spray that provides the answer to the search for an effective, safe and unobtrusive medium for quickly dispelling embarrassing odors.

***OZIUM QUICKLY REMOVES SMOKE...
DESTROYS ODORS... AND REDUCES AIRBORNE BACTERIA**

ORDER THROUGH YOUR DISTRIBUTOR — OR WRITE

Manufactured By WOODLETS INC., 2048 Niagara St., Buffalo 7, New York

equipment is stored. It breaks my heart to see it."

Arkansas Gazette: The Blacklock Galleries in Little Rock recently featured the unusual paintings of Doctor G. R. Lewis at a one-man showing. So far as Doctor Lewis knows, his technique is original. He spreads oils with a metal trowel-like blade, then proceeds to dig into the oils, cutting deep ruts. The ruts are as premeditated and as studied as the arrangement of the paints themselves. The effect is that a starkly impressionistic picture becomes more stark, a rustic woodland scene more rustic in its roughness.

Awards for items submitted for this month's DENTISTS IN THE NEWS have been sent to:

Eunice Wint, 1421 Avenue F, Ensley 8, Alabama

J. Di Cosimo, RD 2, Box 572-C, Rahway, New Jersey

Morris Cohen, 1132 Euclid Avenue, #10, Miami Beach, Florida

Mrs. E. V. Jackson, 8149 Craig, Overland Park, Kansas

Mrs. J. E. Phillips, 3304 La Veta Drive N E, Albuquerque, New Mexico
Alexander Grower, DDS, 267 Main Street, Portland, Connecticut

Sara O'Kelley, 505 West 44th Street, North Little Rock, Arkansas

Bea Burnett, 3713 Newhouse, Houston, Texas

Theodore Katz, DDS, 2802 Grand Concourse, Bronx 58, New York

Mrs. Catherine R. Torchia, 5839 Oxford Avenue, Philadelphia 49, Pennsylvania

Ernestine Lovell, 1206 North 15th Street, Clarksburg, West Virginia

SO YOU KNOW

SOMETHING

ABOUT DENTISTRY!

ANSWERS TO QUIZ CLVIII

(See page 43 for questions)

1. It is effective as a solvent of oxides and its fumes are not

(Continued on page 84)

Greene Bite Wing Tabs



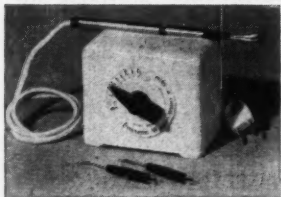
ECONOMY PACK

- Are available for REGULAR, ADULT and NO. "0" CHILD'S FILMS. Single 3/4 inch tabs ready to use.
- Wrap around type tab holds film firmly in position.
- TABS come PACKAGED in handy PLASTIC BOXES, reusable as lab receptacles. 500 for only \$5.00 in Economy Pack, or 144 tabs for \$1.50.



Greene Dental Products, Inc.

6835 Tujunga Ave., North Hollywood, Calif.



PRECISION WAXER D-6

Saves its cost in a week →

Dealer inquiries invited

Cut waxing time and effort in half

When waxing up partials, inlays, or crowns, over half of your time is spent in moving the instrument back and forth to the Bunsen burner, and you are forced to work with an instrument that is constantly cooling. With the Precision Waxer, Model D-6, you enjoy the ease of working steadily without interruption and with the instrument always at exactly the temperature you choose.

DICK ELLS CO., 908 Venice Blvd., Los Angeles 15, Calif.

Dr.

Address

City & State

☐ Check Enclosed—\$40.—Postage Prepaid

☐ Send Literature on PRECISION WAXER—Model D-6

Doctor,
Would you like to



- Build a successful practice rapidly?
- Do better dentistry with less physical and mental strain?
- Work more rapidly and efficiently?
- Treat children easily and quickly?

**THE NEW
FOREGGER**

Langanalgesia Apparatus

will allow you to do just that, by providing simple, safe control in the routine use of Nitrous Oxide-Oxygen Analgesia.

The method with the perfect safety record.

The instrument of choice; simple in design and operation, does not overawe the patient; smooth and silent in use, does not hiss or puff; moderate in cost, it is also economical, accurate and reliable.

Visit us at Booth No. 731, at A.D.A. Meeting in Miami

THE FOREGGER COMPANY, INC.

55 West 42nd Street

New York 36, N.Y.

**It's sound practice
... to use and
recommend LAVORIS**



BASICALLY,
every application for Lavoris stems from its unique chemo-mechanical cleansing action and its astringent, stimulating effect on mucous membranes. It has enjoyed broad use and recommendation by dentists and physicians for over fifty years.

**PRIOR TO
EXTRACTION**
use Lavoris to help cleanse the oral cavity of debris and thereby reduce the possibility of infection.

LAVORIS

BEGINNING A FEW HOURS
after extraction, a solution of equal parts Lavoris and hot water held quietly in the mouth will help control bleeding, swelling and discomfort and thus contribute to recovery. Its continued use will overcome disagreeable odor and taste during the healing process.

ACTIVE INGREDIENTS: Zinc chloride, formaldehyde, menthol, oils of cinnamon and cloves, saccharin and alcohol 5%.



AVAILABILITY:
Samples on request. A professional gallon of Lavoris is available to practicing dentists. Order on professional letterhead, enclosing remittance of \$2.50 per gallon (delivery prepaid). A handy dispenser pump will be sent with your order if you do not already have one.

THE LAVORIS COMPANY
DEPT. OH-117, MINNEAPOLIS 1, MINNESOTA

- as objectionable as those of hydrochloric and nitric acid. (Ney Bridge & Inlay Book, J. M. Ney Company, Hartford, Connecticut, 1954, page 70)
2. True. (Kesel, R. G.: Methods of Prevention and Control of Dental Caries, JADA 52:455 April 1956)
 3. No. (Silver, Milton and Klein, George: Precision Attachments, DENTAL DIGEST 62:296 July 1956)
 4. (a). Kral, A. J.: Anatomic Consideration in Mandibular Denture Extension, DENTAL DIGEST 63:22 January 1957)
 5. Prolonged retention of the deciduous teeth. (Schlacter, J. J.: Acrylic Inclined Plane, J. Canad. D.A. 22:137 March 1956)
 6. (a). (Kulstad, H. M.: Amalgam in Pedodontics, J. Dent. Children 22:173 October 1955)
 7. True. (George, R. K.: Porcelain Inlays, DENTAL DIGEST 62:551 December 1956)
 8. (a). (Bunting, R. W.: Oral Hygiene and Preventive Dentistry, Philadelphia, Lea and Febiger, 1950, page 144)
 9. (a), (b), (c). (Blair, V. P. and Ivy, R. H.: Essentials of Oral Surgery, Ed. 4, St. Louis, The. C. V. Mosby Company, 1951, page 21)
 10. No. (Phillips, R. W. and Leonard, L. J.: A Study of Enamel Abrasion as Related to Partial Denture Clasps, J. Pros. Dent. 6:671 September 1956)

BUY SECURITY BONDS

for full
ACRYLIC
linguals, too...



THIS IS
NEW

Steele's new plastic facings eliminate the necessity of time consuming hand-carved labial anatomy. They avoid the uncertainty of shade blending. They *establish* the precise color . . . and also the ideal labial anatomy—right down to character markings that provide a live-tooth sparkle.

Steele's plastic facings form an excellent molecular union with other popular acrylic or similar materials. Additionally, the slot and hole of the facing provide for a good mechanical lock. Available in the popular Biotone* shades.

The Columbus Dental Manufacturing Co.
COLUMBUS 6, OHIO



*Biotone is the Trade Mark
of Dentists' Supply Co.



LAFFODONTIA

"But you wouldn't marry a man just because he is a good dancer, would you?"

"Of course not. Jim's good at bridge, too."



"Dad, what is an actor?"

"An actor? My son, an actor is a man who can walk to the side of a stage, peer into the wings filled with theatrical props, dirt and dust, other actors, stage hands, old clothes, and other claptrap, and say, 'What a lovely view there is from this window!'"



"Did you have a local anesthetic?"

"No. I went to a hospital in Boston."



Teacher: "Which hand is the Statue of Liberty holding over her head?"

Smart Kid: "The one with the torch."



Junior: "Dad, what is bankruptcy?"

Dad: "Bankruptcy, my son, is when you put your money in your hip pocket and let your creditors take your coat."



Mary Lou: "At the place where I stayed last summer a green hired farm hand tried to kiss me. He told me he'd never kissed a girl in his life."

Agnes: "And what did you tell him?"

Mary Lou: "I told him that I was no agricultural experiment station."



He: "Would you like to park here and look at the moon?"

She: "You boys have the funniest way of saying what you mean."



The Second World War caused many changes in native customs in the Near East. Arabian men used to ride ma-

jestically on the family donkey while their wives, laden with all sorts of burdens, trudged patiently behind on foot. Since the war, this has all changed. Now the wife walks in front. There are many unexploded land mines.



An Alabama paper puts it this way: "If you like our paper tell the world; if you don't like it, keep your fool mouth shut."



Jobyna: "I hear that Marlene is going to marry a man over fifty years old."

Nadine: "Oh that's a terrible mistake. He's either 25 years too old or 25 years too young."



Collector: "Have you anything to give us that would do for our home for aged females?"

Dismuke: "Yes, take my mother-in-law."



Lady: "Now, then, I want to ask you something once more and I want the truth. This parrot has never been around people who swear, has he?"

Pet Shop Proprietor: "Hell no, lady!"



Customer: "Look here. I bought a bottle of your hair restorer last night and all it's done is to raise big bumps on my head."

Druggist: "My gracious! We must have sold you a bottle of bust developer by mistake."



Film Actress (meeting former manager): "Allow me to introduce my husband."

Manager: "Always a pleasure to meet any husband of yours."

extraction
cases
deserve
prescription
pain control



CORICIDIN[®]

analgesic-antihistamine preparations containing
CHLOR-TRIMETON[®] with aspirin, phenacetin, caffeine

promptly relieves pain and discomfort

CORICIDIN combines the potent antihistamine CHLOR-TRIMETON (chlorprophenpyridamine maleate) with the classic analgesic APC for more effective and more prolonged pain control.

prescribing benefits both patient and you

Because patients rely on your counsel, they value individualized prescription therapy. Whenever pain is the problem... you can rely on CORICIDIN to give prompt, long-lasting relief.

personalized prescription therapy dignifies and benefits your practice... send for CORICIDIN R forms

for pain and discomfort due to toothache, gingival
irritation, extraction and painful dental procedures
prescribe CORICIDIN Tablets

for severe postoperative pain...

CORICIDIN with CODEINE[◇]
TABLETS

when infection may occur...

CORICIDIN with PENICILLIN
TABLETS

[◇]Narcotic for which oral R is permitted

Schering

SCHERING CORPORATION • BLOOMFIELD, N. J.

PATIENTS

FIND CHAIR PROCEDURES
MORE PLEASANT

with

GREEN MINT

Chlorophyll MOUTHWASH

used routinely as spray or rinse

- delightful minty flavor
—no "medicated" taste
- refreshing and deodorizing
- contains effective detergent
"Aquet" —yet is entirely
non-astringent
- ideal for pre-impression use
- disperses ropy saliva
- prevents mirror fogging
- economical
—1 gallon makes
4 gallons of
mouthwash

Take
advantage of this
SPECIAL PROFESSIONAL OFFER

1 gallon bottle postpaid for

only **\$2.50**

Mail coupon Today

Hudson Division
Block Drug Co., Inc.
Jersey City 2, N. J.

- ☐ Check enclosed
☐ Send C.O.D.
☐ Charge me

Please send me _____ gallon(s) Green Mint
Mouthwash, at \$2.50 per gallon.

Dr. _____

(PLEASE PRINT)

Address _____

City _____ Zone _____ State _____

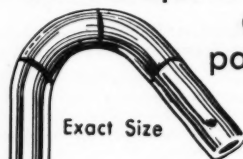
Dept. W117

Presenting



Walbro

A fresh Sanitary
Saliva Ejector for
each patient



Exact Size

The new Walbro sanitary individual saliva ejector, clean and white, is becoming increasingly popular in leading dental offices. It is well in line with other advances.

Sterilizing saliva ejector is no longer necessary.

WALBRO ejector is lighter...more comfortable for patient.

Like an individual paper cup WALBRO disposable ejector impresses patients with the dentist's extreme care and cleanliness.

The WALBRO ejector is rounded to prevent injury to mouth tissue or be uncomfortable to patients.

Cellophane coating makes it impervious to saliva.

Reinforcing wire allows ejector to hold its shape and permits adjustment to deep or shallow mouths.

As obvious as a paper cup.

150 in Box with adapter, \$3.75

AT YOUR SUPPLY HOUSE

Sample for Asking

WALBRO, Inc. - Springville, N. Y.

LANG JET REPAIR ACRYLIC

SELF-CURING REBASE ACRYLIC

SELF-CURING DENTURE ACRYLIC

PREMIUM DENTURE ACRYLIC

LANG INSTANT TRAY MIX

5 steps to better dentistry...

Regardless what your professional demands are, you will find there is a Lang Acrylic to meet your most specific requirements. Each *Lang Acrylic* is carefully and individually formulated to produce the most exacting and satisfying results. Whether you need an acrylic for direct rebasing of dentures in the mouth with no discomfort . . . a rapid repair acrylic . . . a cross linking or an instant tray mix which allows you to make individual plastic trays in blue, white and green colors in less than 10 minutes . . . insist on the product bearing the *Lang* trade mark . . . it's your assurance of the finest material made . . . you get the best for so little more.



for further information

on Lang's Acrylics or specific information as to application and procedures direct your inquiry to the attention of Mr. E. Lang, Research.

LANG DENTAL MFG. CO., 828 West Montrose Avenue, Chicago 13



PURE LATEX DENTAL DAM Strong and Tear-Resistant

Hygienic Latex Dam together with modern accessories (from other manufacturers) now combine to render the recognized advantages of the rubber dam readily available for easy application by all. A near 50% increase in use of the rubber dam in the last 4 years is clear evidence of the resurgence of interest made possible by these quality improvements. Available in light and dark colors and in rolls, pre-cut squares and sterile sheets.



MICROLON® Cross-Linked Denture Material — Needs No Trial Packing

MICROLON makes finer dentures, faster. Its cross linking or "three dimensional" molecular structure gives it great strength and density, renders it craze and solvent resistant and more resistant to heat and dimensional change. Its unique flow properties permit its use without test packing, thereby eliminating open bites and displaced teeth. Available in pink, veined heavy veined and clear.

You'll enjoy working
with these fine

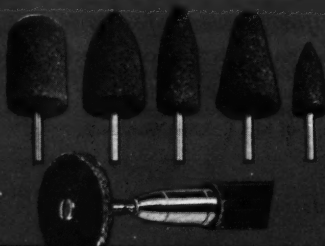
HYGIENIC DENTAL PRODUCTS

CC TRIMMERS and WHEELS No Heating or Clogging

Hygienic CC Abrasives—often imitated—never duplicated—excel in cutting acrylics. CC Trimmers are available in 5 handy sizes to fit lathe or hand piece—cut rapidly without heating or clogging—positively will not scratch porcelain. For rough trimming, and grinding acrylic teeth use CC Wheels. Hygienic Wheels are also available for porcelain teeth.

COLD-CURE REPAIR MATERIAL A Time Proven Standard for Repair

For repairs, partials, space retainers and flaked rebasing, COLD-CURE Repair Material is self-curing and forms a strong permanent bond in 20 minutes at room temperature. Packaged with both sprinkler top and separate squeezable powder dispenser and other necessary accessories. Available in plain pink, veined and clear.



H
For Indi
Stabili
An entire
with unic
veloped e
individual
ized base
putty wit
endency
margins
Offered in
squeeze-b

QU
t
The H

Hygienic
from th
waxes ob
is used.
compoun
Pink
hard a
Red V
Yellow
Bite S



HYGON®

For Individual Trays and Stabilized Base Plates

An entirely new formulation with unique properties developed especially for individualized trays and stabilized base plates. Handles like putty without elasticity or tendency to spring away from margins during adaption. Offered in clean white color, squeeze-bottle packaged.

COLD-CURE DENTURE ACRYLIC

For Accuracy and Speed

For full dentures, partials, appliances, immediate dentures, flaked repairs. Cures without heat in less than an hour. While a must where speed is essential, it is often specified for its more accurate "fit" made possible by its "heatless" cure. Comes in plain, mottled, veined, clear.

FLEXIBOLES®

The New Self-Cleaning Plaster Bowls

Hygienic Flexiboles are made of a new, flexible elastomer which positively will not adhere to plaster, stone or alginates whether wet or dry. Offered in a pleasing glossy green in 5 standard sizes. Why waste valuable time cleaning old-fashioned rubber bowls?

*Quality items from the QUALITY HOUSE
that are easy to use... and economical too!*

The Hygienic Dental Manufacturing Co., Akron 10, Ohio, U.S.A.

DENTAL WAXES

For Every Purpose

Hygienic waxes are especially processed with the finest domestic and imported waxes obtainable... no reclaimed material is used. Each of the following waxes is compounded for its specific purpose:

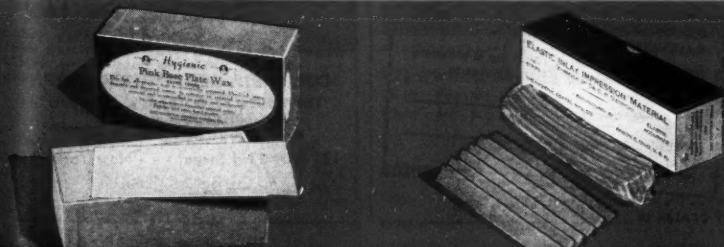
Pink Base Plate Wax—in both extra hard and extra tough, the all climate wax
Red Wax—for set up and bites
Yellow Bite Wax—sheets or cakes
Bite Sticks—Pink or Yellow

DR. DIETRICH'S ELASTIC INLAY IMPRESSION MATERIAL

No Mixing Necessary

This unique elastic material—not a rubber base—is unequalled for single tooth impressions. It has adequate body to displace gingival tissue for perfect marginal impressions, yet flows readily into every minute detail of the preparation. Ready to use in seconds—just soften in boiling water. Can be copper plated.

H1157





SUPER-CAINE

(Gan-Aiden) TOPICAL ANESTHETIC

*A Proven Product Among Dentists
for More than 25 years*

The safest nontoxic Topical Anesthetic
for Oral Use.

Effective in 3-5 minutes.

A clear antiseptic solution
for direct application to
field of operation.

Use prior to injection, and on painful
gingiva or before deep scaling. In
periodontia an aid to painless dentistry.

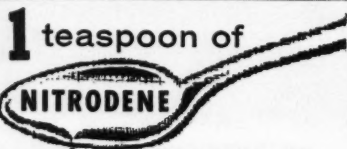
Easy to use—apply directly to previously
dried mucosa with cotton swab.

Deep Penetration Reduces Patient's Fear

ORDER THRU YOUR DEALER OR WRITE TO
FANTAZN LABORATORIES

P.O. Box 208 Preuss Station, Los Angeles 35, Calif.

Dealer's Name



1 teaspoon of
NITRODENE

PREVENT RUST and CORROSION of dental instruments with Nitrodene, the concentrated solution that is so simple and easy to use, so completely safe, so economical. Add only 1 teaspoonful to a quart of water in your sterilizer. Nitrodene protects the sterilizer, too! Nitrodene doesn't evaporate...so when the water boils away just add more water. Don't delay; keep rust away; mail the coupon today.

8 oz. \$1.60
Quart \$6.00

CONTINENTAL CHEMICAL CO.,
GALESBURG, ILLINOIS, U.S.A.

Gentlemen: Please send ☐ 8 oz. can of Nitrodene at \$1.60. ☐ Qt. can at \$6.00.

DR. _____

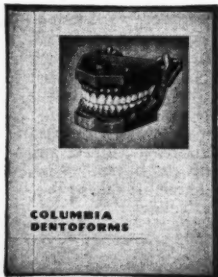
STREET _____

CITY & STATE _____

MY DEALER IS _____

CHINESE PROVERB

"One picture is worth more than
ten thousand words." . . . If true,
then Columbia Dentoforms speak
volumes.



If you do not
have our
Catalog No. 33,
illustrating
various Aids
in Patient
Education,
write for your
copy today.

COLUMBIA DENTOFORM CORP.

"The House of A Thousand Models"
Also Headquarters for
Brown Precision Attachments

131 East 23rd Street - - - New York 10

OUR 41st YEAR

FRA
time a
spite of
ASSORTM
A 12 U
B 10 U
C 10 U
E 12 L
G 68-p
of a
MOL
GUARA
chase
Mould cl
M
CA
Regular
Re-grow
INTRO
O F
H
so they
service
MULLEN
backed
Den
MUL
6803 Sou
Chicago

FRASACO STRIP CROWNS



- Glass Clear
- Anatomical Shape
- Wide at the Neck
- Individual Package or Attractive Assortments

ECONOMICALLY PRICED—have proven time and again their superiority in spite of their inexpensiveness.

ASSORTMENTS:

A	12 UPPER CENTRALS	\$ 1.80
B	10 UPPER LATERALS	\$ 1.50
C	10 UPPER CUSPIDS	\$ 1.50
E	12 LOWER INCISORS	\$ 1.80
G	68-piece Complete Selection of all forms including MOLAR AND CUSPIDS	\$10.20

GUARANTEED for full satisfaction or purchase price will be refunded.

Mail chart and descriptive folder available

MEDIDENTA

1420 6th Ave., New York 19

Visit our Balcony Booth B6
N. Y. Dental Meeting Dec. 9-13

CARBIDE BURS



Regular Burs
Re-ground, 45c doz.

and Regular BURS
Cut Like NEW!

... after we
regrind them!

Send us all your old Burs. Let our expert craftsmen select those that can be ground down to next standard size ... with guaranteed accuracy!

INTRODUCTORY OFFER 4 doz regular burs re-ground for only \$1
Vulc., Surg., Fin. Burs, 20c each
Carbides, 50c each

HANDPIECES REBUILT

so they return to perfect smooth running service like the day you bought them new. MULLEN skills and painstaking care are backed up by **SATISFACTION GUARANTEE.**

Standard Contra Angle \$5.75
Straight Handpiece \$10

Estimates on special types:
Denco, Midwest, Adjustable, Chayes

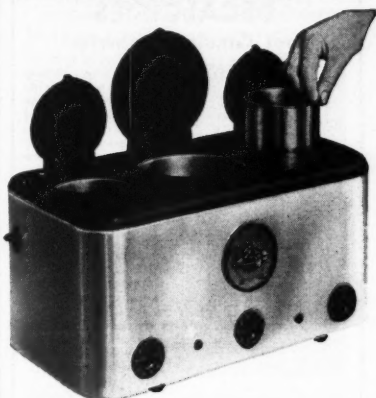
MULLEN Bros.

5803 South Chicago Ave.,
Chicago 37, Illinois

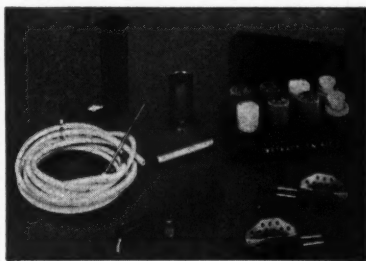
A postcard to us brings FREE mailing box. State probable contents (for box size).

THOMPSON

HYDROCOLLOID CONDITIONER



Now available in COLORS: blue, green, coral, or cream white, to match standard dental equipment, at only slight additional cost above our standard model with stainless steel finish. Absolutely **ACCURATE** temperatures. **EASY** to adjust. **DEPENDABLE.** Will not burn out due to evaporation of water. **REMOVABLE BATHS** facilitate cleaning and handling. Accessories and Retraction Kits are also available. Let us give you full information. *Mail the coupon today.*



Westwood Dental Manufacturing Co.

2019 Pontius Ave., Los Angeles, California
Please tell me more about your products.

Dr.

Address

City..... State.....

Dealer

New! EDTAC N-O

(Dr. Nygaard Ostby's Formula)

DECALCIFIES

Root Canals in Minutes!



Up to now, strong inorganic acids have been used for decalcification of narrow and obstructed root canals. These acids are caustic, corrode instruments and are dangerous to handle.

EDTAC, a solution of Ethylene Diamine Tetra-acetic Acid in Cetavlon is a chelating agent that will obtain a superficial decalcification of the root canal walls in a matter of minutes.

Clinical experience has proven that EDTAC is harmless to pulpal and periodontal tissues as well as to the gingivae. Write for information.

Price\$4.00 a bottle

New! Kloroperka N-O

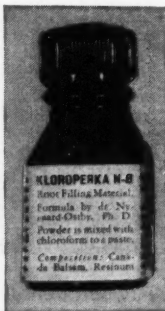
(Dr. Nygaard Ostby's Formula)

NON-RESORBABLE

Neutral Root Filling Material

Kloroperka is a mixture of gutta-percha, Canada balsam, resina colophonium and zinc-oxide in powdered form.

Kloroperka will stick to the walls of the root canal, even when they are moist. When used together with gutta-percha points and silver points it has given better results in experimental root canal therapy than any other material.



Price\$5.50 per bottle

Write For Descriptive Literature

UNION BROACH CO., INC.

80-02 51st Avenue, Elmhurst 73, N.Y.

insist on

CloverLeaf

PLASTERS

XX—QUICK SETTING IMPRESSION PLASTER

Extremely fine texture . . .

Exceptional accuracy . . .

Precisely controlled working properties assure uniform performance.



X-STANDARD SETTING

Ask for them from your dealer's representative

Guaranteed to satisfy—
or return for full credit

Jay E. Healey Co.

21 Baldwin St., Newark 2, N. J.

FREE TO DENTISTS

New BURTON Booklet ANSWERS ALL QUESTIONS About VITALITY TESTERS and the DETERMINATION of TOOTH VITALITY!

A comprehensive "QUESTION AND ANSWER" booklet that tells dentists in simple terms all they've wanted to know about "vitality testers", "determination of tooth vitality" and many other points raised on this subject in recent magazine articles, ads, etc. Covers the subject of "pulp testers" completely. IT IS FREE FROM BURTON!

Send for yours today!

BURTON MANUFACTURING CO.
2520 Colorado Ave., Santa Monica, Calif.



WHAT CONSTITUTES
**THE IDEAL
SILICATE?**

Write for FREE ASTRALIT SAMPLE
and 12 page booklet — "Better
Silicate Restorations"



Premier
DENTAL PRODUCTS CO.
PHILADELPHIA 7, PENNA.



**STOP
thumb
SUCKING?**

Send \$3.95

check or money
order (Californi-
ans add 3% sales
tax), name and
address.

....with the
**HABIT
REMINDER
KIT**

New, scientific and psychological
approach, complete with instruc-
tions.

Money back guarantee on Kit

Solution alone for either thumb sucking
or nail biting **\$1.65**

EDWALL Company

Box 141 — SAN MATEO — CALIFORNIA

DOCTOR...

**FLUORIDE
IN THE WATER OR NOT!**

You can safely recommend accepted
Craig-Martin Tooth Paste, even to
your very youngest patients without
restrictions or limitations.

There are no cautions or restrictions on

Craig-Martin TOOTH PASTE Compounded with MILK OF MAGNESIA

Craig-Martin Tooth Paste with Milk
of Magnesia has been recommended
by dentists for years who have found
Magnesium Hydroxide the active in-
gredient of Milk of Magnesia most
effective in protection against tooth
decay producing acid. Children and
adults alike enjoy its delicious flavor
and its efficient polishing and cleans-
ing action.

Sensibly priced
GIANT FAMILY
SIZE



39¢

Send for samples

Comfort Mfg. Co. OH-11-57
500 S. Throop St., Chicago 7, Ill.
Send samples of Craig-Martin Tooth
Paste, also toothbrushing charts to:
(Professional card enclosed)

Dr. _____

St. & No. _____

City _____ State _____

Drug Store Name _____

Address _____

(Please print plainly)

**FOR POSITIVE
POST-OPERATIVE
PROTECTION . . .**

Rower PERIODONTAL PACK

(ZINC OXIDE-RESIN-EUGENOL PACK)



- Promotes healing . . . stays infection . . . protects operative site from irritation.
- Favors interproximal retention . . . does not stick to soft tissue.
- Easy to manage . . . sets hard in ten minutes in the presence of saliva . . . allows adequate working time.

POWDER and LIQUID for ROWER PERIODONTAL PACK stocked by leading dental dealers. For additional information, write to:

ROWER DENTAL MFG. CORP.
Boston 16, Mass., U.S.A.



*** SOLVE THE PROBLEM
OF PULLEY JUMPING
& BELT SLIPPAGE
ON HIGH SPEED ENGINES!**

SPEEDMASTER ENGINE BELTS

The Engine Belt That Is Different
From Any You Have Ever Had!

**GUARANTEED TO OUTWEAR
REGULAR BELTS BETTER THAN 3 to 1**

**Will Not Stretch! Cool Running!
Removes Belt Vibrations!**

A Unique Chemical Treatment
Makes This Possible.

Packed 2 in Re-usable Plastic Box **\$1.25 ea.**
AT ALL GOOD DEALERS, or write
dri.clave® co. Franklin Square,
L. I., N. Y.

Be Sure To See The
SPEEDMASTER BELT Demonstrated . . .
BOOTH #129 — Miami A.D.A. Convention
BOOTH #M10 — Greater N.Y. Meeting

SAVE ON PROFESSIONAL STATIONERY AND RECORD SUPPLIES

WRITE FOR
FREE CATALOG

- DAILY LOG Record Book
- Professional Stationery
- Patient's Records
- Appointment Books
- Billing Supplies



COLWELL PUBLISHING CO.
260 University Ave., Champaign, Illinois

Made to PROTECT What You Have Created

Bridge and
Clasp Brush
(Small)



Bridge and
Clasp Brush
(Large)



Full Plate
Brush



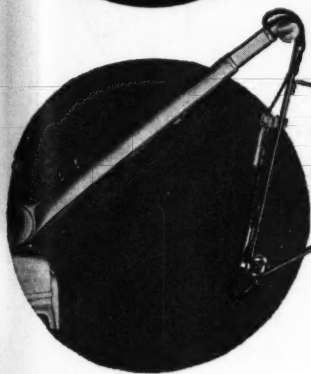
- Safeguard the bridges, clasps and plates you create by recommending NYKO Brushes. Designed by denture-care specialists. Precision-formed to reach every surface without disturbing delicate adjustments. Worldwide use built entirely on dental endorsement. Write for data and professional price . . . Nyko, Inc., 415 West Chicago Ave., Chicago 18.

• NYKO BRUSHES •

STOP

manual high speed handpiece care!

**LUBRI-KLEEN AUTOMATIC SYSTEM
CLEANS AS IT LUBRICATES!** Midwest
high speed ball bearing angles need not take
up valuable time for manual care. An entirely
new and more efficient solution to high speed
angle maintenance, the Midwest Lubri-Kleen
Automatic System provides *in-use* cleaning
and correct lubricating.

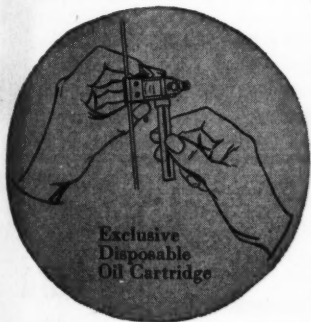


Lubri Kleen

Operated in conjunction with your present
coolant system, the Lubri-Kleen System air-
forces a constant and automatic oil mist
through the angle bearings, giving correct
lubrication *at all points*. Less oil is used, none
is wasted. Tooth debris cannot penetrate the
active lubrication flow to lodge in handpiece
parts. Cleaning and oiling nuisance procedures
are eliminated. Lubri-Kleen oil . . . tasteless,
colorless, non-fogging on mirrors . . . comes in
handy disposable cartridges for in-service
replacement.

You can increase the life of your present Mid-
west ball bearing angles by converting them
to the Lubri-Kleen System.

Consult your Midwest dealer for full details
of this important development in dental
efficiency.



Exclusive
Disposable
Oil Cartridge



MIDWEST DENTAL MFG. CO.

4439 W. RICE STREET • CHICAGO 51, ILL.

Use STERO-OIL

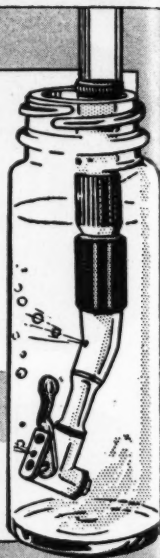
"the original handpiece bath"

Simple **One Bottle — One Operation** method saves time, trouble and money!

Give your dental handpiece and contra angle complete **Stero-Oil** care. It cleans, lubricates, inhibits rust, prolongs handpiece life, helps keep handpiece sanitary ... at a surprisingly low cost!

Protect your equipment with efficient **Stero-Oil** ... Order from your dealer today.

Economy
Pint Bottle, \$4.50
Operator's Bottle, \$1



STERILE PRODUCTS COMPANY
SAN DIEGO 1, CALIFORNIA



Moldpac REPAIR ACRYLIC

The most economical repair kits, 3 sizes, now supplied with plastic dispensers for powder and liquid. Ideally suited for relines, small partials and many other uses.

25 unit kit \$5.00

50 unit kit \$8.50

4 oz. ea. pdr. & lqd.

8 oz. ea. pdr. & lqd.

Through your dealer

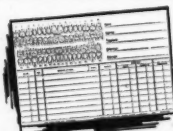
THE MOTLOID COMPANY • Chicago 10
INCORPORATED

ELECTED, the polisher of the year!



Thousands of Dentists have sent for a sample BS Polisher and have chosen it as the polisher of the year for its efficiency, smoothness, coolness, and comfort. No cost or obligation to obtain this visual proof of its superiority. Send for your sample today.

Young Dental Mfg. Co.,
St. Louis 8, Mo.
Yes, please send a sample BS Polisher.
Dr. _____
Address _____
City _____



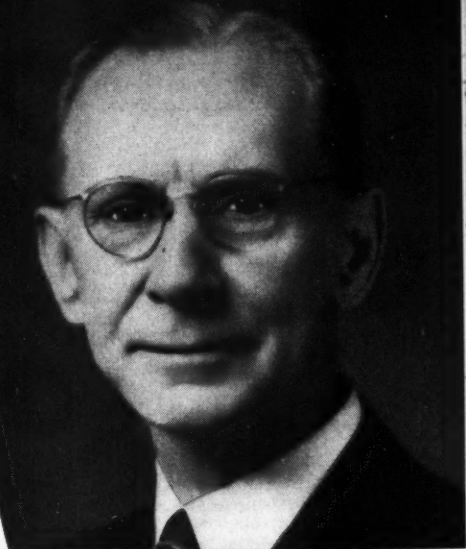
This is the Card

It's the Kohlhaas Patient Record Card — standard for Dentists for over 40 years! Keeps all patient records simply, concisely, accurately. In several styles to fit your need.

Available through dental supply houses ... or write for sample cards and further information.

the KOHLHAAS CO. 8012 S. Chicago Ave.
Chicago 17, Ill.

patients
live
longer...



Need Teeth Longer!

— need comfort longer!

When patients suffering from dental caries seek treatment, they seek more than mere relief. They seek lifetime freedom from recurrent suffering. And with man's life-expectancy now 68 years, such freedom is a challenge to save teeth *longest!*

Such was the challenge of three anteriors of Mr. H. A. Hodges, father of Dr. A. Wayne Hodges. Though attacked by caries 63 years ago, they are still quite essential. Mr. Hodges, at 79, is hale, vigorous, and still active as a county auditor. Fortunately they still afford perfect comfort; fortunately they were saved with Gold Foil!

What better demonstration of Gold Foil's unequaled comfort, of its manifest and *growing* necessity! "For thirty years," writes a delighted Dr. J. Austin Furfey, "no material has served me so well as gold foil. If the patient does his part, a cavity filled with gold foil will usually never need filling again."

To learn more about this wonderful material, mail the lower portion of this page with your card or letterhead to **Morgan, Hastings & Co.**, 2314 Market Street, Philadelphia 3, Pa.—Established 1820.



Only **GOLD FOILS** meet
longevity's challenge!

A GOOD ALLOY *need not be expensive*

THIS PRODUCT APPEARS ON THE AMERICAN DENTAL ASSOCIATION LIST OF CERTIFIED DENTAL MATERIALS

● Start now to use this tested, accepted alloy that has been used by leading Dentists throughout the country for over 30 years. Speyer's Alloy is carefully made from C.P. metals. You will find it amalgamates smoothly in minimum time, carves exceptionally well in ten minutes and produces a hard, well-sealed mass that polishes beautifully.

- 68½% silver.
- No initial contraction.
- 6.9 Microns Cm expansion in 24 hours.
- 1.6% flow 24 hours after amalgamation.
- Crushing strength 50,000 lbs. per sq. inch.
- Complete directions with every bottle.

FINE OR REGULAR CUT



SPEYER SMELTING & REFINING CO.

216 Medical & Dental Bldg.,
Seattle 1, Wash.

Please send me quantity checked at price indicated.

Orders over 20 ozs. F.O.B. Seattle

1 oz. @ \$2.00 per oz.	20 oz. @ \$1.70 per oz.
5 oz. @ \$1.90 per oz.	30 oz. @ \$1.60 per oz.
10 oz. @ \$1.80 per oz.	50 oz. @ \$1.50 per oz.
	100 oz. @ \$1.40 per oz.

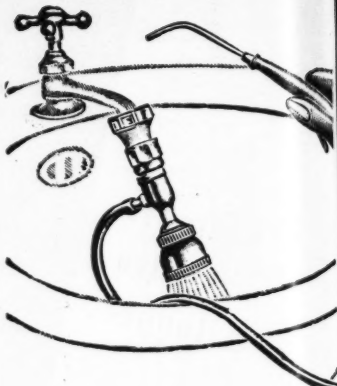
I enclose check for

Dr.

Address

City *State*

If your dealer can't supply you, order direct



The HU-FRIEDY ASPIRATOR

This Aspirator operates by water pressure obtained from the faucet of the wash bowl. It has proven highly efficient and is recognized more advantageous than mechanically operated aspirators.

Can be adapted to many shaped faucets whether round, oval or irregular. There are no wearing parts. Therefore it will function indefinitely. All parts are heavily nickel plated. It has a reversible flow which provides a means for quick and easy cleaning.

The complete outfit consists of Aspirator, 8 to 10 feet of pure gum tubing specially designed for this Aspirator and also the Coupland Suction Handle with 4 sizes of detachable tips. These tips are accepted as standard equipment and approved and used by the U.S. Government.

Prices on extracting Forceps and Bone Rongeurs have been reduced recently.

HU-FRIEDY, INC.

3118 N. Rockwell Street, Chicago, Ill.

3 Major Improvements!

— give you better
prophylaxis
faster



NEW DENTICATOR POLISHER
with annular ribbed construction produces a definite *Controlled Lip-Action* under the gingival free margin for fast cleaning and polishing operations.

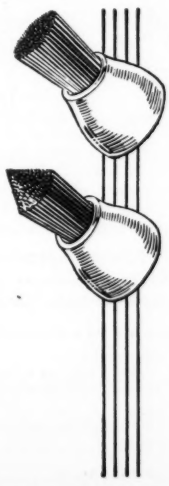
Contour conforming lip-spread contacts four times more tooth surface . . . speeds treatment time 4 to 1.

Built-in reservoir holds dentifrice securely for gradual escape to working lip, fed by compression through central opening of cup. Centripetal action eliminates spraying.

1.

2. NEW DENTICATOR SHOCK-PROOF BRUSH is Rubber-Set for knee action performance with floating power. Unusual flexibility allows Natural Bristle brush to run cool and smooth. Eliminates burning sensation. Vibration is absorbed in rubber socket base.

3. NEW DENTICATOR TAPERED TUFT effectively reaches areas inaccessible to the lip of cup or brush . . . excellent for interproximal spaces, bifurcated roots, fossae, grooves, etc. Smooths after spot grinding, equilibration and for finishing amalgam and gold restorations. *All three snap on handpiece.*



Ask your **Dental Supply Dealer** for

DENTICATOR

Prophylaxis

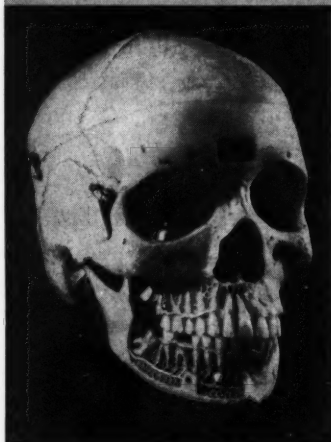
POLISHERS • BRUSHES • TUFTS • HANDPIECES

Manufactured in U. S. A. by

THE DENTICATOR CO., Inc.

1068 Mission Street • San Francisco 1, California

Take Less Time...and the **MPL PLASTIC Skull...**To Keep Staff Levels Up



Anatomically exact and complete in every detail, the MPL skull has been thoroughly checked for accuracy by professors in anatomy departments of leading dental and medical colleges. Formed of highly break-resistant plastic, it stays clean to the touch. Ink and crayon marks wash off easily.

It can be a valuable aid to you, an improved medium to shorten and simplify explanations, to demonstrate quickly and graphically new or complex techniques. At your request we will be glad to send you complete illustrated information and prices on our several models.

Medical Plastics Laboratory *Gatesville, Texas*



"Super-Absorbent" COTTON ROLLS

These improved cotton rolls are a delight to the efficient dentist and are not harsh to the patient's mouth. They are actually spun from 100% pure surgical absorbent cotton to make them softer, more pliant and noncollapsible. They adapt easily into any position, are stretchable and small tufts are quickly detachable.

DENTAL ABSORBENTS CO.

619 East Montecito St.
Santa Barbara, Calif.

FREE SAMPLE
Use Coupon

Gentlemen:
Please send me a free, generous sample
of DENTAL ABSORBENTS.

DR. _____

STREET _____

CITY AND STATE _____

STAINLESS STEEL SPACE MAINTAINERS

TO CLOSE ANTERIOR SPACE



JACK SCREW FOR MAKING SPACE



POSTERIOR SPACE MAINTAINER



Write for Complete List

Ordont Orthodontic Laboratories, Inc.

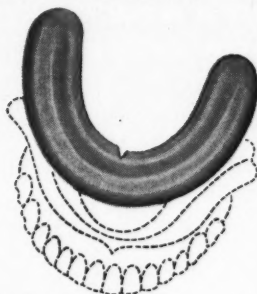
P.O. BOX 2626, GRAVOIS STATION
ST. LOUIS 16, MISSOURI

Appliances furnished on dentist's prescription.

improved
EZO *dental cushions*

HELP

*during
 that
 all-important
 initial*



**BREAKING-IN
 PERIOD**



Denture wearers appreciate the "psychological lift" afforded by softer . . . more pliable and improved EZO Dental Cushions. They also help relieve pain and pressure spots . . . permit impact on soft, tender gums during mastication.

EZO Dental Cushions are available at all Drug Stores.

FREE . . . send for professional samples of 'uppers' & 'lowers' today

EZO PRODUCTS COMPANY, 5219 CHESTNUT ST., PHILA. 39, PA.

SUCTION!

AT A NEW
LOW PRICE



PEL-VAC *by Pelton*

Powerful yet gentle for every dental need. Clears the operating field of all blood, bone, tooth fragments, saliva, amalgam, abrasives, debris, slurry and water coolant. Attaches to operating light column in a few minutes. No special plumbing or wiring.

SELF EMPTYING

Flapper valve in lower cannister empties contents in cuspidor bowl when motor is turned off. No tanks or bags to empty or replace. Foot switch is standard.

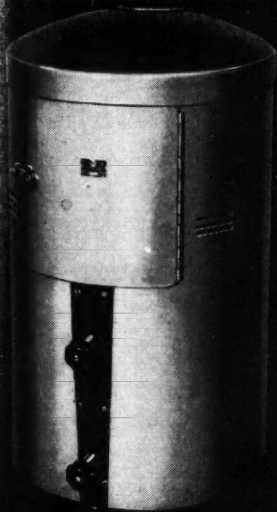


DESIGNED TO ATTACH TO ALL UNITS.
AVAILABLE IN SIX STANDARD DENTAL COLORS.

See it at your dealer's or write for literature.

THE *Pelton & Crane* COMPANY

CHARLOTTE 3, NORTH CAROLINA
Professional equipment since 1900



AIR

IN GREATER VOLUME
AT HIGHER PRESSURE

Two new products by
the oldest manufacturer
of air compressors
FOR DENTISTRY

PEL-AIR *by Pelton*

High-speed dentistry, using air-driven handpieces, air jets and water sprays requires clean, oil-free air in greater volume at higher pressure.

MODEL 314 its half-horsepower motor and twin-cylinder pump displacing 3.14 cubic feet per minute (cfm) is the ideal compressor for the far-sighted dentist with auxiliary personnel who anticipates future air-driven instruments.

MODEL 157 its quarter-horsepower motor and single cylinder pump displacing 1.57 cfm is the choice of the dentist employing no auxiliary personnel.

RUGGED—EFFICIENT—SUPERBLY BUILT FOR A LIFETIME OF TR trouble-free OPERATION, BOTH MODELS ARE A TRIUMPH IN ENGINEERING DESIGN

See it at your dealer or write for literature.

THE *Pelton & Crane* COMPANY

CHARLOTTE 3, NORTH CAROLINA

Professional equipment since 1900



Interim Relief of Pain

Advise **NUM-ZIT Adult Strength**
for Toothache,
Denture Irritation, Dental Neuralgia

NUM-ZIT, a pleasant-tasting jelly formulated with benzocaine and essential oils, acts locally, avoids need for centrally depressing and habit forming sedatives, analgesics or hypnotics.

NUM-ZIT brings emergency relief on holidays, on trips; relieves jitters and fears; bridges the gap until dental treatment is available. Applicators in each package.

NUM-ZIT

ADULT STRENGTH

FREE clinical supply; send coupon.

Purepac Corporation
P.O. Box 86, Dept. OH-117
Lenox Hill Sta., New York 21, N. Y.
Send me trade package Num-Zit
Adult Strength for clinical test.

..... D.D.S.
Street
City..... Zone..... State.....

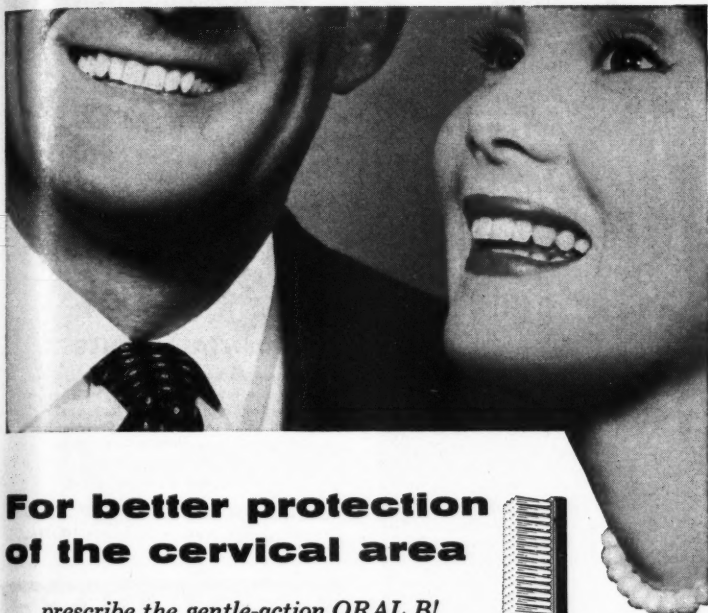
FOR RAPID PRECISION CUTTING S.S. WHITE ABRASIVE POINTS



Cut cool, long lasting, do not dull, and have no soft spots. Every point is thoroughly inspected for size, uniformity, accurate mounting and true running. Mounted on stainless steel mandrels. Can be sterilized. Ideal for grinding tooth structure or porcelain. Order from your dealer's salesman.



THE S.S. WHITE DENTAL MFG. CO.
Philadelphia 5, Pa.



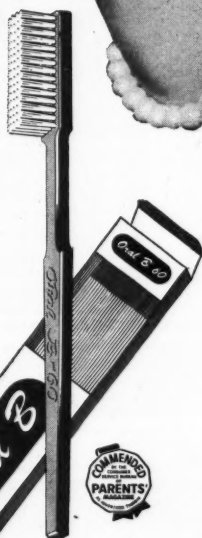
For better protection of the cervical area

... prescribe the gentle-action ORAL B!

Some patients may injure gingival tissues and tooth enamel at the margin by brushing too hard with stiff bristles. Others recognize this danger and completely avoid the cervical area. But neglect often creates an equally serious situation.

The ORAL B Toothbrush solves this two-fold problem by using more than 2500 very slender nylon bristles. Their smooth tops and softer texture make the ORAL B unusually safe and effective for use on both teeth and gingivae.

Try this brush at the margin. Then notice how pleasant it is when used with special emphasis on this critical area.



3 SIZES
1 TEXTURE



ORAL B COMPANY • San Jose, California

ANOTHER FINE COOK-WAITE PRACTICE AID

Carpule[®] Needles

with the
**HUBER
DENTAL POINT**
for smoother, more
accurate injections-

This new needle possesses a long $7\frac{1}{2}$ " bevel with the point located on central axis of the shaft. This point is right where it should be to assure straight insertion. It penetrates more smoothly with less effort and is far more comfortable for patients.

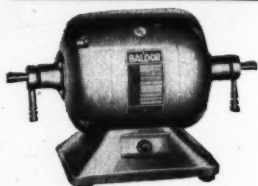
Available in standard sizes and gauges, Carpule Needles with the Huber Dental Point are made of rustless steel and are the latest advance in the fight against dental pain.



COOK-WAITE
Laboratories, Inc.

1450 BROADWAY, NEW YORK 18, N. Y.
CARPULE is the trademark (Reg. U. S. Pat. Off.)
of Cook-Waite Laboratories, Inc.

Won't BURN OUT!



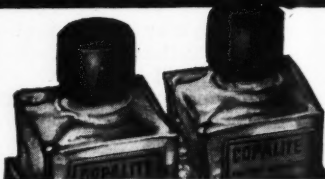
Baldor DENTAL LATHES

Powerful, totally enclosed motors withstand repeated overloads. Speed never varies with load. Lubricated for life ball-bearings. No end play... chucks changed without stopping. Underwriters' Laboratories Approved.

Write for Bulletin 317-L

BALDOR ELECTRIC CO.
4353 Duncan Ave. • St. Louis 10, Mo.

COPALITE



INTERMEDIARY VARNISH & DENTINAL TUBULI SEAL

Used successfully by dentists everywhere for over 15 years. Copalite *protects* the dentine under fillings of ALL kinds, inlays, crowns, etc. Copalite "*insulates*" the restoration, *prevents* thermal and galvanic shock. It *provides* a strong bond between dentine and enamel, prevents discoloration of dentine. Use Copalite with confidence for more comfortable, longer lasting restorations.

Order from Your Dealer

HARRY J. BOSWORTH CO.
531 S. Plymouth Ct., Chicago 5, Ill.

\$350
Enough
for 500
Applications

now!

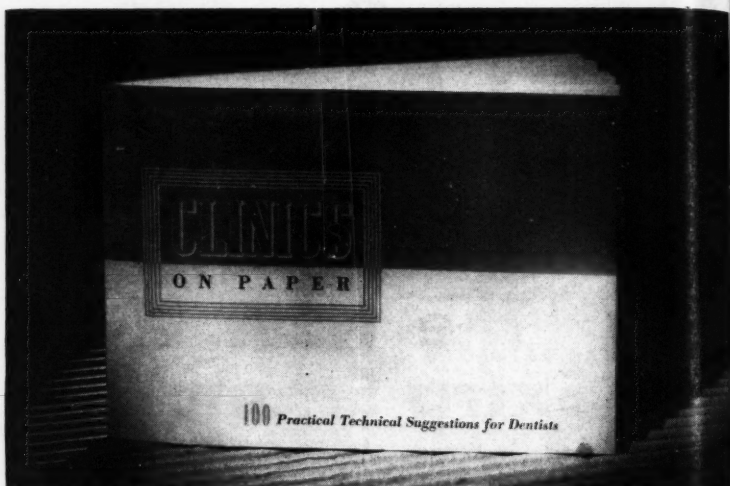


PROFESSIONAL TOWELS

**- with Extra Strength
WET or DRY!**

Manufactured by
THE SORG PAPER COMPANY - MIDDLETOWN, OHIO
 Manufacturers, also, of KAY-PEES and SUN-DIAL
 Bracket Table Covers and KAY-PEES Mouth Wipes

**DISTRIBUTED BY
 DENTAL DEALERS EVERYWHERE**



**Indexed
By
Subjects
For
Easier
Reference**

Volume 4 of *Clinics On Paper* was welcome news to many of the 5000 dentists who had purchased each of the three previous volumes. Since its introduction only a few months ago hundreds have purchased Volume 4 to complete their file of this valuable material. *None of its 100 suggestions appeared in the preceding volumes.*

Like each of the three preceding volumes, Volume 4 is printed in two colors on fine paper, and is indexed by subjects for easier reference.

The price is only \$1.50 per copy to regular subscribers to Dental Digest. To non-subscribers the price is \$2.50 (note combination offer in coupon). Why not order your copy now for immediate delivery?

**Dental Digest
1005 Liberty Avenue, Pittsburgh 22, Pa.**

Please enter my order as marked on the right.
I understand immediate delivery will be made.

Dr. _____

Address _____

City _____

Dealer _____

☐ Here is \$1.50. Send one copy of Volume 4 of *Clinics On Paper* immediately. I am a subscriber to Dental Digest.

☐ Here is \$6.50. Please enter my order on the basis of 16 issues of Dental Digest and a copy of Volume 4 of *Clinics On Paper*. I am not a subscriber to Dental Digest now.

10 IMPORTANT REASONS

Literally thousands of dentists have written us attesting the merits and effectiveness of STIM-U-DENTS and indicating their many specific uses.

- 1 FOR BLEEDING GUMS
- 2 FOR SOFT, SPONGY GUMS
- 3 FOR RECEDING GUMS
- 4 THE TREATMENT OF VINCENT'S INFECTION AND OTHER GUM PATHOSIS
- 5 AFTER PROPHYLAXIS
- 6 EXCESSIVE CALCULUS ACCUMULATION
- 7 CLEANING TRAUMATIZED AREAS
- 8 CLEANING AROUND BRIDGES
- 9 EFFECTIVELY USED WITH ORTHODONTIC APPLIANCES
- 10 REVEAL CAVITIES AND LOOSE FILLINGS



Employed with excellent results as an aid to prevention and treatment of PYORRHEA and GINGIVITIS

Safe • Sanitary • Effective • Convenient

Ask For **FREE SAMPLES** for Patient Distribution.

STIM-U-DENTS

FINISH WHAT THE TOOTHBRUSH LEAVES UNDONE

STIM-U-DENTS, INC., 14035 Woodrow Wilson Ave., Detroit 38, Mich.

☐ Send **FREE SAMPLES** for patient distribution.

OH-11-57

Dr. _____

Please enclose your Professional Card or Letterhead

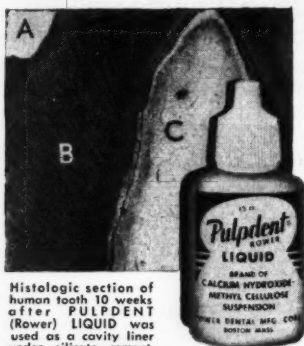
Address _____

City _____

Zone _____

State _____

NOW AVAILABLE: Our new Professional Courtesy Package contains STIM-U-DENTS wrapped in bactericidal tissue tubes. If you desire, enclose \$1.00 for 200 tubes or \$4.00 for 1000 tubes.



Histologic section of human tooth 10 weeks after PULPDENT (Rower) LIQUID was used as a cavity liner under silicate cement. A—site of cavity preparation, B—normal dentin, C—vital pulp with normal pulp tissue.



Stocked by all dental dealers.

PREVENT PULPAL IRRITATION with . . .

Pulpdent® LIQUID

ROWER

(Brand of CALCIUM HYDROXIDE SUSPENSION)

Clinically proven* protective cavity liner that neutralizes cement acids, insulates against thermal shock, protects against chemical irritants, and helps promote formation of secondary dentin over exposed pulp.

May be used directly under any filling material, including silicate cements and resins; also under inlays, crowns and bridges. Especially useful in deep cavities.

The ORIGINAL, premixed calcium hydroxide cavity liner. NO SOLVENTS NEEDED.

*Bibliography sent on request.

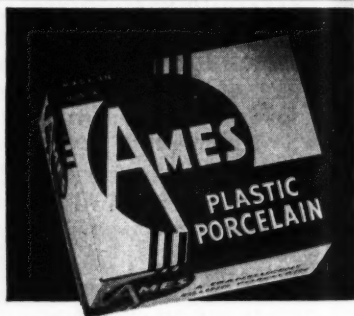
ROWER DENTAL MFG. CORP.
Boston 16, Mass., U.S.A.



**they don't
lose their
heads!**

**Emesco
CARBIDE
BURS**

Through your dealer
EMESCO DENTAL CO.
150 Fifth Ave., New York 11



Non-resinous translucent silicate filling material. Use confidently for restorations not possible with ordinary silicates.

- Easy mixing and manipulation
- Ready plasticity for insertion
- Rapid setting for perfect fillings
- Resistance to staining
- Minimum volume change
- Complies with A.D.A. Specification No. 9.

ORDER from your Dental Dealer on our unconditional money-back **GUARANTEE.**

"Enduring as the Pyramids"



The W. V-B Ames Co. Fremont
Ohio

a **NEW** and better way to Fabricate Acrylic Bridgework



Steele's new plastic facings provide outstanding labial anatomy and *established, constant* shades. They are mechanically standardized and when used with Steele's backings guarantee the advantages of complete interchangeability.

Available in the popular Biotone* shades in the identical molds as are used in our well known New Hue flatback facings.

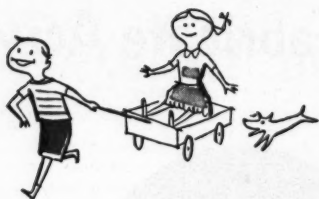
In acrylic bridgework, use Steele's Plastic Facings with Steele's AG (All-Gold) backings for the ultimate in interchangeability, serviceability and esthetics.

Steele's®

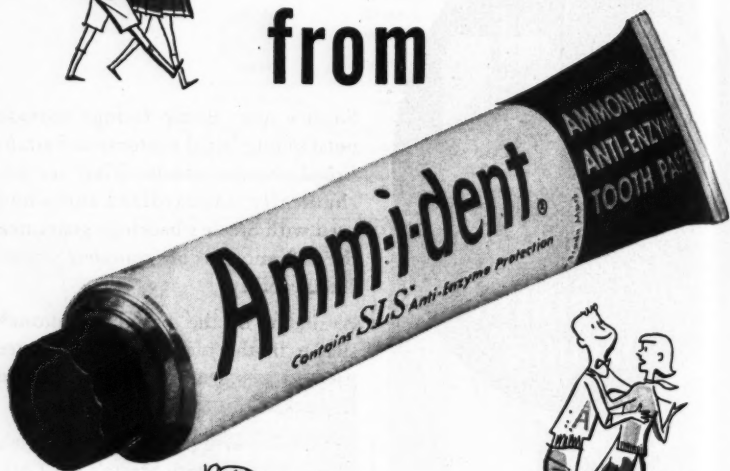
The Columbus Dental Manufacturing Co.
COLUMBUS 6, OHIO

*Biotone is the Trade Mark
of Dentists' Supply Co.

Everybody benefits



from



clinical tests show reduction of caries among all age groups

Pre-school children: Gale^{1,2} reports, after one-year and 21-month tests, a "remarkable retardation of caries in the test group," averaging 39.6% at the end of the first year and 32.8% at the end of 21 months.

School children: Cohen and Donzanti³ report, after a two-year study among 306 children in Philadelphia public schools, a 25% reduction of dental caries.

Teen-agers: Lefkowitz and Venti⁴ report, after 18 months, a 50.9% reduction in caries incidence in the group using Amm-i-dent.

Adults: Henschel and Lieber^{5,6} report, after four years, a 43.6% reduction—and point out that "based on individuals rather than aggregates, 87% of the patients using the test dentifrice experienced a reduction in caries incidence during the period of use."

Only Amm-i-dent is so "tested and proved"

1. The Dental Record 71 15 (Jan.) 1951.
2. The Dental Record 71 184 (Oct.) 1951.
3. J.A.D.A. 49 185 (Aug.) 1954.
4. Oral Surg., Oral Med., & Oral Path. 4 1576 (Dec.) 1951.
5. J. Dent. Research 28:248 (June) 1949.
6. Oral Surg., Oral Med., & Oral Path. 5:155 (Feb.) 1952.



Regular Amm-i-dent—

Paste with high-urea and SLS for ammoniated and anti-enzyme action.

Super Amm-i-dent—

Paste with high-urea and SLS, plus sodium fluoride for hardening action.

Green Amm-i-dent—

Paste with high-urea and SLS, plus non-staining chlorophyll.

Also available—ammoniated Amm-i-dent Powder, white or green (chlorophyll).
Contains no ammonium salts

 *recommended by more dentists than any other dentifrice*

BLOCK DRUG COMPANY, INC. JERSEY CITY 2, N.J.



XYLOCAINE HCl takes a bow, too! Because of the fast-acting, deep anesthetic effect of XYLOCAINE HCl, the patient remains comfortable and free from apprehension and pain throughout the dental procedure; and the duration of XYLOCAINE HCl overcomes the discomfort of the post-trauma period. Meanwhile, you operate without concern of patient reaction, secure in the knowledge that XYLOCAINE HCl is safe, predictable, and remarkably free from toxic effects.

ASTRA PHARMACEUTICAL PRODUCTS, INC., WORCESTER 6, MASSACHUSETTS, U. S. A.

XYLOCAINE[®] HCl INJECTABLE SOLUTION
(brand of lidocaine*)
for better doctor-patient relationship

*U. S. Patent No. 2,441,498

YOU'LL PAT YOURSELF ON THE BACK



You'll congratulate yourself for accepting the suggestion to ship your old gold crowns, bridges, inlays and partials to Goldsmith Bros.

Fellow dentists and laboratory men who have "tried them all" find that it pays to ship to Goldsmith Bros. . . . where 91 years of experience as specialists in the precious metal field insures them (and you) of the maximum in returns . . . checks that satisfy.

Goldsmith Bros.
SMELTING & REFINING CO.

111 N. Wabash Avenue, Chicago 2, Ill.

DETROIT

74 W. 46th Street, New York 36, N.Y.

OAKLAND

Published 1867

To Help You Treat Gum Troubles More Effectively

Neutrox releases 3.7 times more active oxygen than sodium perborate USP with no fear of "perborate burn."

Buffered to keep pH neutral. Can be recommended safely for daily home use to supplement your office treatment of many periodontal conditions:



As an oral rinse after deep scaling, treatment of patients with soft or irritated gums: Neutrox reduces sensitivity, helps promote faster healing of tissue. Neutrox is more effective than sodium perborate because it is more soluble and its neutral pH allows *all* the available oxygen to be freed.

As a daily home dentifrice: Neutrox combines effective oxidizing action with gentle polishing agents to keep teeth clean and free from stains. And by killing bacilli and spirochetes associated with Vincent's infection,

Neutrox is a continuing aid in *preventing* destructive gum infections.

See how safe and effective *Neutrox* is. Recommend it as a supplement to your office treatments. And to receive a complimentary full-size package, please send your letterhead to:

Dental Products Division, Dept. C
Vick Chemical Company
122 East 42nd Street
New York 17, New York

NOTE:
These
FILLING
SAFELY
to a th
consiste
imal pro
dicatio
KERATIT
LIKE AM

in **VIVADENT'S ACHATITE and KERATITE,**
(for ANTERIOR TEETH) (for POSTERIOR TEETH)
EMBEDDED GLASS FIBERS, STRONGER THAN STEEL
MAKE THE BIG DIFFERENCE!

DENTISTRY'S THRILLING
INVENTION
 OF THESE TWO REVOLUTIONARY, CLINICALLY TESTED and TIME PROVEN
FILLING MATERIALS
 COMPLEMENTS THE PROFESSION'S MOST RECENT ADVANCES
 IN TECHNIQUES and EQUIPMENT

Now . . . take advantage
 of this worth-while opportunity to

ENFORCE
 YOUR PROFESSIONAL
 SKILLS with GRID-LIKE AR-
 RANGED, STRONGER THAN
 STEEL GLASS FIBERS which
REINFORCE
 ACHATITE and KERATITE!

NOTE:
 These lastingly beautiful
 FILLING MATERIALS can be
 SAFELY and EASILY MIXED
 to a thick, heavy, doughy
 consistency that creates max-
 imal properties for widest in-
 dication. ACHATITE and
 KERATITE CAN BE PACKED
 LIKE AMALGAMS.

Facts About Achatite

Glowing reports from Dentists all over the country confirm Vivadent Research and testing. ACHATITE restorations please dentists . . . and patients, too.

ACHATITE'S life-like translucency is preserved by the glass fiber which prevent undue shrinkage and formation of micro-fissures. This precludes the entrance of corroding agents (acids) and discoloring matter into and around the restorations because ACHATITE also insures excellent rim closures. For the same reasons, ACHATITE is the filling material of choice for mouth breathers.

ACHATITE cannot create heat on hardening. Its properties, endowed by chewing and impact resistance, show their excellence where general and incisal edge strength are factors in corner and angle restorations of anterior teeth, where cosmetic effects are required in bicuspsids and molars and as a substitute for noble metal inlays, castings and amalgams.

ACHATITE is also strongly indicated as the choice filling material for all deciduous teeth because of its lack of influence on pulp.

Supplied in 10 colors, ACHATITE can be matched and blended, using its own shade guide. You are invited to write for Vivadent's Literature on ACHATITE and KERATITE Glass fibered silicate and cement filling materials for Anterior and Posterior Teeth.

ORDER ACHATITE and KERATITE FROM YOUR DEALER TODAY.



VIVADENT
CORPORATION

3 DIAMOND POINTS OR 3 CARBIDES

for the price of ONE

That is what you get when you use DIAMOND-BRITE. In tests conducted in dental offices, it was found that when diamond points and burs were cleaned and disinfected in DIAMOND-BRITE, they lasted *three times longer*.

BLOOD and DEBRIS VANISH

Like Magic



DIAMOND-BRITE

BEST BY TEST

No brushing or scrubbing. Simply place in solution for a few minutes, and wipe. Diamond-Brite is an unusually superior rust inhibitor. Add one teaspoonful of Diamond-Brite to your sterilizer and you can leave instruments in solution indefinitely, without danger of rust. Diamond-Brite disinfects while it cleans. Staph. and strep. killed in minutes.

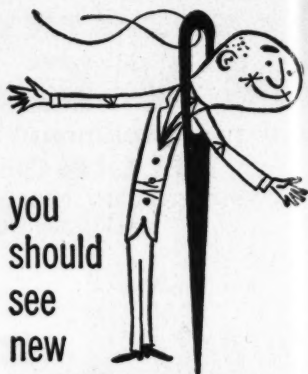
Diamond-Brite is sold on a money back guarantee: buy it, use it for two weeks, return it if you are not satisfied.

If your dealer cannot supply you, send your card and dealer's name to

De-Odor-Dent Co.

1904 FRANKLIN STREET, OAKLAND, CALIF.

THIN?



you
should
see
new

STARLITE MICRO/THIN

.0015" thin

MATRIX BANDS

25% thinner than the thinnest!
29% stronger than the strongest!
— and, they're stainless!

Actually, the eye of a needle is *thick* compared to Starlite MICRO/THIN: Matrix Bands . . . but, then, *so are all other matrix bands!* MICRO/THIN is 25% thinner . . . just .0015" thin . . . first time in dental history such thinness has been achieved. But that's only part of the MICRO/THIN story. MICRO/THIN is stronger . . . MICRO/THIN is stainless — corrosion- and rust-proof . . . because MICRO/THIN Matrix Bands are made of exclusive MG Metal with greater strength/less bulk. Afford greater interproximal access . . . new convenience and precision. A size for every retainer . . . and in 10 ft. ribbon dispensers, too.

Your Dealer has Them!

product of
STAR DENTAL MFG. CO. INC.
phila. 39, pa.

Rower **DEEP FLANGE** impression trays...

... provide more
complete impressions

EASILY • QUICKLY • COMFORTABLY

Deep flange on lower tray prevents tongue interference . . . gives complete impression of border tissues and mylohyoid ridge . . . eliminates distortion caused by depression of retromolar pads.
Deep form upper trays permit envelopment of entire anterior area.

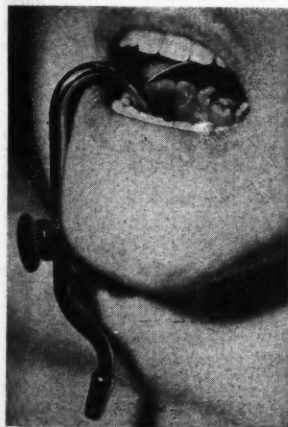


Rower DEEP FLANGE Impression Trays are made of highly polished aluminum . . . easily adjustable . . . easy to clean. Offset handle is firmly riveted to tray . . . cannot distort lip. Packed in sets of 8 trays; 4 uppers and 4 lowers. Available at your dental dealers.



ROWER DENTAL MFG. CORP.
Boston 16, Mass.

The SVEDOPTER



- Prevents dangerous interference with patient's tongue
- Insures a clear, dry, and bright operating field
- 3 separate reflector blades for any size mouth
- Fits all saliva ejector outlets

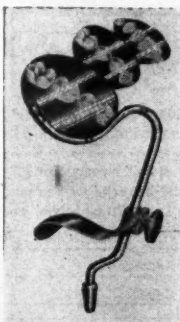
Midwest and Western
Distributor:

**ATWOOD
LABORATORIES**

P. O. Box 426
Woodland Hills, Calif.

Eastern Distributor:

**ARROW
DENTAL PRODUCTS**
Detroit 21, Michigan
19491 Griggs Avenue



**Price: \$6.50 per set—
including 3 Reflector Blades**

MONEY-BACK GUARANTEE • THROUGH YOUR DEALER